

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, JUNE 16, 1909.

No. 11.



## Maximum Influence



To favorably influence the greatest number of merchants, your Advertising should appear in *all* the Butterick Magazines.

Because—merchants who sell "The Delineator," and Butterick patterns, do not handle other Fashion Magazines or patterns.

Merchants who sell the "Designer," and Standard patterns, do not handle other Fashion Magazines or patterns.

And—merchants who sell the New Idea Woman's Magazine, and New Idea patterns, do not handle other Fashion Magazines or patterns.

Consequently—to favorably influence the greatest number of merchants, your Advertising should appear in *all* the Butterick Magazines.

*F. H. Ralsten*

Manager of Advertising  
Butterick Building  
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

## Ask Our Advertisers

# You cannot begin to Cover New York City without Subway and "L" Advertising

1,750,000 people a day  
12,250,000 a week  
52,500,000 a month  
are carried on these lines

*And they are all of the earning-spending-buying class*

A Car Card cannot be overlooked, lost nor destroyed. It repeats its message hundreds of times to the same people; is *always in sight—always working*. There is no "rubbish-can" circulation in *this* advertising.

A Car Card is as large as a newspaper half-page, yet costs but a fraction as much, circulation considered. Also—it may be *printed in colors*.

To *cover* New York City,  
SUBWAY and "L" ADVERTISING is *absolutely essential*.

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WARD & GOW  
1 Union Square                  New York

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1895.

VOL. LXVII.

NEW YORK, JUNE 16, 1909.

No. II.

## CONFICTING VIEWS OF THE SAME CAMPAIGN.

TWO ADVERTISING MEN LOCK HORNS  
OVER THE RESULT-PRODUCING  
VALUE OF A SERIES OF RAILROAD  
ADS—ONE ENTHUSIASTIC ABOUT  
THE "OZONE" IN THE COPY—THE  
OTHER WORRIED ABOUT THE TYPOGRAPHY.

View No. 1.

By Frank M. Lambin.

Some of the ozone of Colorado has been injected into the advertising copy of the Rock Island Railroad this summer. John Sebastian, passenger traffic manager of the Rock Island, who really is the father of railroad advertising, decided that the railroads were not getting the returns they should get from the amount of money expended in advertising, and it was up to the Herbert Kaufman & Handy Co. to produce something new for the Colorado campaign this year.

The main object of the campaign is to get people to Colorado over the Rock Island Lines, and incidentally to route them through to the Seattle Exposition. So the idea was to connect the Rock Island and the Rockies so intimately that when a person thought of the Rocky Mountains he would think of the Rock Island Railroad, and buy a Rock Island ticket when he wanted to go out West.

Then a series of advertisements was adopted, written around the central idea of the Rock Island to the Rockies, the copy being held down to sharp, concise, simple arguments with the elimination of superlatives and anything that the public might call exaggeration. The advertising is appearing in

magazines, national weeklies, and newspapers, the newspapers used having an aggregate circulation of five million.

All of the copy has been adapted to cards, posters, and letters to the ticket agents of the Rock Island and all connecting lines. Every inquiry that comes from a prospective traveler is indexed in the office of H. S. Ray, assistant passenger agent, literature sent to the applicant and a complete record of correspondence with him and all matter sent to him is rushed to the ticket agent nearest the inquirer.

One of the hardest problems was that of not advertising Colorado to the exclusion of the Rock Island. Advertising the country to the exclusion of the railroad has been the paramount fault of railroad advertising up to date. So throughout the entire campaign the reader is never permitted to get so far into the mountains that he cannot hear the Rocky Mountain Limited conductor calling "All aboard."

View No. 2.

By Hanley Woolston.

The Rock Island Railroad is doing some good advertising and I feel that they must be getting their share of the business. Their copy is good, and even better than that, but it reminds me of the beautiful woman who hides her face so that she may attract attention to her beauty. This copy puts hold-back straps on itself, pours tacks in front of its tires, builds water ditches and hedges to jump, and in spite of all these things it is still good.

It is done by a young and virile man, so 'tis said; a man who has ideas and who has come to show

us how to make distinctive copy cavort. He believes in type, all kinds of type—each ad to be set in a particular type, just so long

*Lots of good roads to  
The Rockies,  
but there's one best road*

**Rock Island-Frisco Lines**  
and there's one best train  
**Rocky Mountain Limited**

—With skilled Stenographer, Valet and Barber—  
Best without costing more—a well-guarded, safe,  
smooth and satisfying journey direct from Chicago  
to either Colorado Springs or Denver.

Only one night on the train, but a night of cozy comfort in a full-grown, real bed, every moment of which is rendered luxurious by the attentions which help to turn an express train into a private club. Your vacation starts when the train starts from La Salle Station, and the train starts every day.

Other splendid daily trains from Chicago, St. Louis, Kansas City and Memphis. Our new illustrated booklet, "Under the Tropic Sun," and a folder about Yellowstone Park and the Alaska-Yukon-Pacific Exposition, free on request, will help you plan the vacation of your life.



as it is type that is distinctive. A piece of his copy is herewith reproduced, which contains words worked into sentences which appeal to one of the senses and appeal another. When you have absorbed the thoughts of the man who wrote this copy you find yourself wishing that you might go over the road.

In another piece of copy he calls the Rock Island "The Road Of A Thousand Eyes." This line is immense. When I read it, I felt that there was no exaggeration. While one sleeps on the Rock Island there are awake and vigilant a thousand eyes and a thousand minds all alert to your comfort and your safety.

Why, after he gave birth to such splendor of words, did he wrap them up in type that will give a man with good eyes the strangle hold on aversion and tie his eyeball into a lover's knot with his optic nerve. Ugh! that kind of type. And it is costly and perhaps hand-drawn just for the Rock Island. There is a limit to which a man can be inhabited with bugs. This particular bug is several degrees past the limit. The

only thing that he could do now to pull the reader's attention away from the beauty of his language is to employ phonetic spelling and the deed will be wrapped up entirely to my liking.

In advertising, as in any manner of salesmanship, one must be careful not to break the continuity of thought. If by the employment of a logotype and display head such as he has here we make it hard to read at a glance that which we want to be read, we certainly defeat the very purpose we started out to maintain. If he were a salesman and broke into his sales talk with an exclamation of "Oh, look at the circus passing down the street," how far do you think he would pull the man toward his line of thinking? We resent people who "butt in" when we are

# *Chicago to the Rockies all in One Night*

Rise in Chicago, sleep that night on the train and the next time you go to bed, you'll be in the Rocky Mountains. That's all there is to a trip to Colorado.

But what a trip! And what a change from belching chimneys and clangling gongs and roaring streets to the Titan-built heaps of rock that stick their scared old noses through the very clouds themselves! Why, one day with such air forcing its way through your lungs and forcing out the over-used, second-hand atmosphere on which they have been living for months is like a Spring house-cleaning.

Any way of going to Colorado is a good way because it gets you to Colorado, but the best way is The Rock Island to the Rockies and the best train is

## The Rocky Mountain Limited

A more luxurious express than any king in Europe can enjoy. With royal comfort throughout the entire journey barber, valet, stenographer and chef fit for a palace.

A safe and speedy journey on a road of perfect ease.

and West is but one of the several splendid train trips daily from Chicago, St. Louis, Kansas City and Memphis to Denver or Colorado Springs direct.  
May I send you "Under the Tropic Sky," our new illustrated book on California, or our beautiful folder, "The" Seven Colorado and Yellowstone Park in the Alaska-Yukon-Pacific Exposition? It's free on request.



Rock Island Finance Journal

trying to sell somebody something. Disconcertion makes a new start necessary. The climax is delayed when it occurs. Thus it is with this copy of the Rock Island Railroad.

# Thirty-two Million Dollars (\$32,000,000) to 160,000 Families

A GREAT, LIVELY, PURCHASING MARKET PLACE FURNISHED TO ADVERTISERS—AN ENDLESS VARIETY OF THINGS IN WHICH THE BOY'S WANTS INFLUENCE SALES.

A yearly expenditure of Two Hundred (\$200) Dollars per family in the things that can properly be advertised in *The American Boy* is certainly a low estimate and an inside figure. But, even at so low an average amount, it figures for our 160,000 families (our circulation is 160,000 copies, and "where there's a boy there's a family")—

*Thirty-two Million Dollars (\$32,000,000)!*

That's a surprisingly large sum, isn't it?

But it isn't large (only \$200 a year for each family) when one considers the needs of the average family.

Here is a fairly comprehensive list of articles that have been and can be successfully advertised in *The American Boy*:

- Ammunition
- Base Ball Goods
- Bicycles and Bicycle Tires
- Boat Building Plans
- Boats, Canoes and Launches
- Books
- Breakfast Foods
- Cameras
- Camping Outfits
- Candy
- Carts and Wagons
- Class Pins
- Clothing
- Collars and Cuffs
- Electrical Novelties
- Electrical Supplies
- Fishing Tackle and Outfits
- Foods of all kinds
- Foot Ball Goods
- Fountain Pens
- Guns
- Hats
- Hat Bands
- Household Supplies
- Incubators and Poultry
- Indoor Games
- Jewelry
- Lead Pencils
- Magic Lanterns
- Magic Tricks and Sleight of Hand
- Mail Order Goods of all kinds
- Men's Garters
- Musical Instruments
- Novelties
- Outdoor Games
- Pets and Wild Animals
- Photo Buttons

- Photographic Supplies
- Pictures
- Ponies
- Pony Carts and Harness
- Post Cards
- Premium Advertisements for Selling Goods
- Printing Outfits and Stationery
- Publications
- Revolvers
- Rubber Stamps
- Safety Razors
- Schools, Correspondence and Resident Schools
- Seeds and Garden Supplies
- Shaving Soap
- Shirts
- Shoes
- Skates
- Sleds
- Sporting Goods of all kinds
- Stamps, Coins and Curios
- Talking Machines
- Telephones
- Tents
- Toilet Articles
- Tools
- Toy Engines
- Underwear and Socks
- Watches

Wearing Apparel of all kinds and hundreds of kindred articles for the home

Two Hundred Dollars per family, after all, is a pretty low estimate, but it totals Thirty-two Million Dollars for 160,000 families. What are you doing to get your share of it?

If you are interested in any of these lines and wish further information as to *The American Boy*, write us—

We'll write you in reply—we have no soliciting force—we simply put the facts in your hands—you judge the merits for yourself. \* \* \*

*The American Boy* has a home circulation of 160,000 copies each issue, and in every single home influences Youthful Minds, Impressionable, Plastic, and full of Energy.

Every year as high as 68½ per cent. of its circulation is renewed. Very few Adult Magazines have so high a percentage of renewals.

*The American Boy* goes to the home, remember—it is read by other members of the family—for "where there's a boy there's a family"—and that means that approximately 800,000 readers, Adult and Young, read *The American Boy* each month.

See what a splendid clientele this affords.

If interested, write

**THE  
SPRAGUE PUBLISHING CO.  
J. COTNER, Jr., Sec. and Treas.  
DETROIT, MICH.**

P. S.—We will send any advertiser the mailing list of *The American Boy* for any city or locality where he, the advertiser, is acquainted, so that he may judge for himself the class and quality of homes it enters. He'll find out that such a list will represent the most substantial, progressive and up-to-date families in the place.

**"ANTI-IMITATOR" ADS.**

METHOD USED BY A BIG ADVERTISER TO OVERCOME THE SPASMODIC EFFORTS OF THREATENING COMPETITION — THE ADVERTISING POLICY BACK OF "HUNYADI JANOS."

Just about once in every two or three years the American competitors of Hunyadi Janos become so active as to affect quite appreciably the sales of this famous aperient water in this country. Whenever this happens Albin Trojan, representative in the United States of Andreas Saxlehner, the Hungarian owner of this world-wide

business, takes the field in a short but aggressive advertising campaign against the "substitution" evil.

One of these campaigns is just about to get under way. The competing concerns have lately commenced to make trouble for the Saxlehner product. So the word has gone forth to apply the corrective in the territory east of the Mississippi.

About one hundred of the more important of the daily newspapers that carry the regular Hunyadi advertising are now receiving copy for the special campaign to be waged against the imitators. The campaign will continue over a period of six weeks and the ads will run in each medium about once a week and will supplement the general advertising space.

These anti-imitator ads are all in the shape of "warnings to the public," calling attention to the practice of some druggists of try-

ing to sell the consumer something "just as good" as Hunyadi Janos.

**KILLS 'EM OFF**

"Six weeks' printing of these warnings against spurious Hunyadi waters in the principal daily newspapers of the country will effectually kill off our imitators," said Mr. Trojan. "That is, they will not bother us much for a couple of years or so, at least. One concern particularly has been very bold of late in pushing its waters at our expense, and this one we are especially gunning for. But this advertising campaign will stop them! We have stopped them before by fighting them and their methods through the newspapers, and there is absolutely no question but that the same result will follow the campaign we are now beginning.

"As for the general advertising of Hunyadi Janos in the United States, we are doing twice as much as we did two or three years ago. Our annual appropriation for advertising is now considerably in excess of \$100,000, and we have spent fully that amount each year for the last three years or so. Before that we spent only between \$50,000 and \$60,000 a year.

**USES NEWSPAPERS MOSTLY**

"I am a believer in more liberal advertising expenditures during hard times than when everything is prosperous and people are flush. That is one reason for our increased expenditures for newspaper publicity in the last few seasons. The natural expansion of our business and the always increasing growth of the American market is another.

"Hunyadi Janos advertising in this country goes almost entirely into the newspapers, and chiefly the well-known dailies. The newspapers are the best media for our purposes, although we do some outdoor advertising. We use electric signs to some extent, and have had a number this year on Broadway and other prominent places in New York. Electric signs, however, are chiefly of value in winter, when the uptown district is crowded with theatre-goers and sightseers at night."

EACH MONTH MORE  
PRONOUNCED IS THE

# New York World's Supremacy

Total Advertising Carried in May,  
1909, as Compiled by the Statistical  
Bureau of the New York Evening  
Post:

LINES AGATE

**NEW YORK WORLD** 1,064,495  
**New York Herald** . . 1,012,601  
**New York American** . 692,513

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### NEW YORK WORLD

(Morning and Sunday)

and **EVENING WORLD** 1,484,940

### New York American

(Morning and Sunday)

and **Evening Journal** . . 1,128,757

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The net paid week day morning circulation of  
The **WORLD** averaged

# 352,361

copies per day during the year 1908

BOOKS OPEN TO ALL!

The **LARGEST** in NEW YORK

## ADVERTISING AND GOODS BOTH "ATHLETIC."

FIRM DOES BIG STUNTS WITH A SMALL EXPENDITURE AND WINS OUT HANDILY—MAKES A BRAND OF UNDERWEAR POPULAR WITH HIGH-CLASS TRADE AT A COST FOR TWO CAMPAIGNS OF ONLY \$25,000 —WILL SPEND MORE NEXT SEASON.

*By Arthur K. Willyoung.*

Gotham underwear is a comparative newcomer in the rather congested field of "athletic" undergarments for men. The line was first brought to the attention of the consumer in the spring of 1908, but two aggressive selling and advertising campaigns have proved so successful in establishing it with a large portion of the best men's wear trade that a far more costly and comprehensive campaign will be begun this fall with the idea of making the goods still more popular in 1910.

The concern back of Gotham wear is an off-shoot of Tim & Co., for thirty years well known manufacturers at Troy, N. Y., of shirts and collars for the jobbing trade. Two years ago Louis B. Tim, a young and active member of the concern, decided that there was a real opening for medium and high-grade men's underwear of the athletic type and that he wanted to manufacture such a line for the retail trade.

There were then on the market various brands of coat undershirts and knee drawers, but it was Mr. Tim's idea that there was an aching void for just such a line as he had in view—a sort of "athletic undergarment de luxe." Accordingly, light underwear of the popular type, made of high-quality fabrics cut along original lines, was designed and the Gotham Underwear Company was formed to market the new goods.

### FIRST SHOTS AT DEALERS.

The retail men's wear trade began to hear of the new underwear in November, 1907, when the campaign looking to the 1908 season got under way. Before the company's salesmen made their visits to the trade, however, the concern

began to bombard merchants with booklets, letters, post-cards and other literature explaining concisely all about the wear and the exact need it was intended to fill.

By the time the salesmen got around with their samples, the trade's curiosity and interest were pretty well aroused. This interest was naturally all the greater because many of the retailers had seen highly attractive full-page colored inserts advertising the Gotham wear in some of the leading trade journals and these inserts were of a character which could scarcely fail to leave a favorable impression.

These inserts were printed in the *Clothier and Furnisher* and in the *Haberdasher* and they have appeared monthly ever since in those publications. Besides briefly setting forth the merits of the goods, they assured the trade that the new line "would be advertised to millions of men" and urged retailers to get aboard if they expected to do a proper summer-wear business and reap their share of the profits.

### THE CATCH PHRASE.

The slogan, "The underwear of a gentleman," was adopted at the outset of this first campaign. It has been used constantly since in all the concern's advertising and furnishes the real text for argument both to trade and consumer. This slogan was prominently displayed in the trade-paper inserts and alongside it was a most attractive picture of a vigorous, well-put-together young man clad in a suit of the Gotham wear. The effect on the average tradesman of this ad, combined with that made by the literature he received, put him in just the right frame of mind to listen to the salesman's arguments and the whole plan operated to cause large numbers of retailers to stock up liberally with the new goods.

### THE FIRST CAMPAIGN.

The entire advertising appropriation for the first year was not more than \$8,000 or \$9,000, but it made an excellent showing and got big results. The copy, sent out by H. Sumner Sternberg, of New

York, was distinctive and attractive. The haberdashers soon began to hear from it after the season opened. In New York City 52-line, single-column space was used twice a week during May and June in four newspapers—the *Times*, *Evening World*, *Evening Mail* and *Evening Sun*. Twenty-eight leading dailies were used in other large cities.

Three of the big monthly magazines—*Everybody's*, *Munsey's* and the *Cosmopolitan*—carried half-pages during the same period, while 52-line single-column ads were used in the *Saturday Evening Post* and *Collier's*.

A finely-executed 16-page style

The first season's campaign was so successful that it was decided to spend more money and make a still more vigorous bid for trade the second season. The appropriation was increased to about \$16,000 and various up-to-date expedients were put into effect for landing the retailer. In consequence many new accounts were opened and the season's output exceeded that of the first, it is stated, by more than two hundred per cent.

The same general methods of rousing the merchant's interest—the use of booklets, circulars, etc., and of trade-paper announcements—were employed, much the same

**GOTHAM**

Summer Underwear  
Coat Shirts  
Knee Drawers

A MIRACULOUSLY THE BEST AND MOST SUMMER UNDERWEAR MADE. LACE-UP FRONT, COAT SHIRT, KNEE DRAWERS, SUMMER SUITS, PAJAMAS, SUMMER SPECIALTY WEAR, SLEEPING WEAR, ETC. SUMMER COAT SHIRTS AND KNEE DRAWERS ARE \$1 AND MORE THE SAME.

Also PAJAMAS AT \$1.50 AND MORE THE SAME.

The best shop everywhere will GOTHAM SUMMER UNDERWEAR, SUMMER SUITS and PAJAMAS.

We'll send you our authoritative style book—"The Underwear of a Gentleman"—for a postal request.

Gotham Underwear Co.  
83-85 Franklin Street,  
New York City.

**GOTHAM**

The Underwear  
of a Gentleman.

The Underwear  
of a Gentleman.

This Summer wear GOTHAM  
Knee Drawers  
Coat Undershirts  
Union Suits and Pajamas

THE most sensible and economical  
Summer Undershirts made.  
They are lace-up front, specifically cut  
and styled, being especially cut  
and styled, tailored of comfortable  
GOTHAM patterns and fabrics—  
Navy, Pompe, Sea and Library  
8 Pounds. SUMMER UNDERSHIRTS,  
GOTHAM SUMMER UNDERWEAR,  
GOTHAM KNEE DRAWERS AND  
COAT UNDERSHIRTS ARE \$1  
AND MORE THE SAME. PAJAMAS ARE  
\$1.50 AND MORE THE SAME.

The GOTHAM SUMMER  
UNDERWEAR IS  
MONEY FOR THE COUP.

GOTHAM UNDERWEAR COMPANY.  
83-85 Franklin Street,  
New York City.

booklet in three colors was an important adjunct of the campaign. These booklets, designed for distribution to consumers, were furnished in large quantities to each dealer with his order, the manufacturers printing the retailer's card inside of the front cover.

These booklets proved very popular with the trade and in a number of cases large men's wear stores sent them out to all their regular customers. One leading Chicago retail house sent in its entire list of 9,000 names and a copy of the booklet was mailed to every person on the list. The first edition of 25,000 booklets was soon exhausted and a number of new editions were printed to meet the demand.

general advertising program was repeated. The same four New York papers as were used in the first campaign carried the ads, but the space in each was increased to 70 lines, double column. The dailies outside New York and the three magazines and two weeklies hitherto used carried the same space as in 1908.

#### A NOVEL IDEA.

At the outset of their New York City campaign, however, the Gotham people adopted one novel and interesting plan which is worthy of mention. Their initial ad in each of the four dailies used was one column in length. This announced in the evening papers that "To-morrow" Gotham under-

wear would be "on sale" in all the leading haberdashery stores.

Several days in advance of the actual date of publication of the ad many proofs of this opening announcement were secured and deftly pasted in a column's space in copies of the newspaper of the current date. These were then mailed to every men's wear dealer of any consequence in New York.

The result may be imagined. Every dealer who had put in a good Gotham stock was gratified and instantly began to make preparations to push the goods for all he was worth. The dealers who hadn't stocked or those who had put in a small supply, however, were in many cases afflicted with panic and began to rush hasty orders for goods to the makers.

#### OTHER FEATURES.

Street cars were taken on by the Gotham company this year as an additional advertising medium in New York City, although the concern did not go into them very heavily. Five hundred surface cars are all that are being used, the contract running from May to the end of July.

One of the most effective plans for helping along the fight for the consumer's favor has been the sending to the retailers of an attractive booklet containing a dozen reproductions of distinctive Gotham single-column ads, designed for use in local newspapers. Each is printed on a page with a perforated inside edge, and cuts to go with the ads are furnished on request. All the dealer has to do is to tear out the prepared copy, insert his name and address and forward it to his local paper, together with the cut.

In this "newspaper ad" booklet, which shows on its cover a life-like reproduction, greatly reduced, of the front page of the *New York Times* with a Gotham ad spread over its center, the retailers are advised that the Gotham advertising department "stands ready at a moment's notice to furnish special publicity matter for special occasions," without charge. Many dealers have taken advantage of the offer with much beneficial re-

sult to both themselves and the manufacturers.

#### THE BROKERS "MATCHED."

Although the total amount so far spent in two seasons on its advertising has not been very large, the publicity given to the Gotham goods has made it many friends and especially among the better class of men's trade. As an illustration of its standing with some high-class consumers, it is related that one day three stock brokers went into the Wall street store of Weber & Heilbronner. Each bought \$30 worth of the wear, after which they matched to see which should pay the bill. The man who was "stuck" cheerfully wrote his check and went out with the air of a benefactor of the race. Of course, from the Gotham point of view, he was!

Due to their big success in pushing their athletic wear, the Gotham people will branch out much more extensively next season. To their present line of coat undershirts, knee drawers, pajamas and union suits, they will add a line of negligee shirts to retail at from \$1.50 up. The under-wear sells at from \$1.00 to \$3.50 per garment.

#### \$40,000 NEXT SEASON.

Having done, they say, a business to the dealer in the neighborhood of \$750,000 on a total appropriation for two years of about \$25,000, the company plans to spend about \$40,000 on the campaign for the 1910 season. Plans are now being worked out for this campaign, in which it is likely that the newspaper list, both in New York City and throughout the country will be increased.

The magazine list will be enlarged to embrace in all seventeen publications, the five already used being included. The space in the *Saturday Evening Post* and *Collier's* will be increased to quarter-pages.

Billboards and street cars will also be used and there will be, of course, still greater outlays on such trade incentives as booklets, folders, circulars, window cards, etc., and also on attractive literature to impress the consumer.

# St. Louis Star Gains

**1254 Columns in 5 months**

**Ten Times as Much as Nearest Competitor**

¶ For the first five months of 1909—January to May, inclusive—the daily STAR gained 1,254 Columns of advertising over its record for the corresponding five months of 1908. The Post-Dispatch gained but one-tenth as much—127 Columns—while the Times *lost* 532 Columns.

¶ Here are the unbiased figures *in columns* for the last two months and the five months ending May 31st—compiled by an authority on the subject, not directly interested in the afternoon papers of St. Louis.

	APRIL	MAY	First five months of 1909
Daily STAR . . .	Gain 361	Gain 296	Gain 1254 Columns
Post-Dispatch . . .	Gain 236	Gain 12	Gain 127 Columns
Times . . . . .	Loss 287	Loss 151	Loss 532 Columns

¶ The STAR'S remarkable progress is steady and sure. Month after month it is showing immense gains, while one competitor has made only a minor gain for the five months and the other has suffered a heavy loss.

¶ There is a very good reason for this material appreciation of the STAR'S value by advertisers.

¶ The STAR'S circulation growth during the last ten months has been greater than that of all of its contemporaries combined.

¶ The STAR is essentially a *home* newspaper. Its circulation is of the closely-read character that pays advertisers best.

¶ You will do well to take advantage of the STAR'S remarkable progress by contracting *now* at present rates for space to be used within the next year.

## The St. Louis Star

St. Louis, Mo., June 7, 1909.

By CAL. J. McCARTHY, Ado. Mgr.,  
LEWIS PUBLICATIONS

Special Representatives—St. Louis Star

BARNARD & BRANHAM

Boyce Building, CHICAGO. Brunswick Building, NEW YORK.

**You can't reach the buyers without us**

---

The Remarkable Growth of

# The Omaha Daily News

has astonished the advertisers and the newspaper world—it has been a continual and substantial growth in both circulation and advertising. The Omaha Daily News printed in the

$2\frac{1}{2}$ months of	1899	600 Columns of Advertising
12 "	1900	4,496
12 "	1901	6,332
12 "	1902	9,236
12 "	1903	10,949
12 "	1904	11,080
12 "	1905	11,839
12 "	1906	13,725
12 "	1907	14,133
12 "	1908	14,368
*5 "	1909	6,472

\*A gain of 678 columns over same period of 1908.

**The Only Omaha Paper to make a gain  
each month of this year**

The average daily PAID circulation of THE OMAHA DAILY NEWS, for 1908, was

# 57,174

15,000 more than *claimed* by the second Omaha paper  
20,000 more than *claimed* by the third Omaha paper

**WANTED** Investigations by advertisers; the books are always open, no advance notice required, just come unannounced.

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**But you can reach 'em with us alone**

**"SET-PRICE" CAMPAIGN.**

A MANUFACTURER WHO DETERMINED TO CONTROL THE RETAIL PRICE OF HIS PRODUCT AND THE WAY BY WHICH HE ACCOMPLISHED HIS OBJECT—CO-OPERATION WITH THE DEALER.

*By George Blumenstock,  
Advertising Manager, Schwab Clothing  
Co., St. Louis.*

[*The experience related here is of special interest to thousands of manufacturers of different lines of products. The plan adopted by this advertiser for surmounting obstacles is highly suggestive, pointing the way to others who are confronted by a similar problem.—Editor.]*

You can buy collars at a set-price, hats at a set-price, shoes at a set-price, shirts at a set-price—why not clothing? This was the question that presented itself to the Schwab Clothing Co. four years ago. Retailers everywhere had been featuring their own clothing leaders—why not give these leaders added strength by affixing the manufacturer's indorsement to the retail price?

Glance through the leading daily papers and you'll see each clothier claiming his \$10, \$15, \$20 and \$25 leader the best on earth or anywhere else. Many of them make exaggerated claims, such as "our \$15 Special Suits are worth \$25," or "our \$20 Suits are equal to \$30 values found elsewhere," etc.

The average man who reads these advertisements is confused and perplexed. He wants the best values his money can buy, but the advertisements neither enlighten nor direct him. Everybody seems to have the best. How much stronger is this announcement, made by a dealer selling clothing at a set-price:

"Our \$15 Suits are one-price-to-all, all over America. They're Schwab's \$15 Special with the set-price label on the sleeve. The value of these Suits is guaranteed by the makers and endorsed by over 5,000 progressive clothiers as the best made at the price. We have the exclusive local agency for these excellent garments."

To introduce the first set-price Special at \$15, the Schwab Clothing Co. conducted a preliminary advertising campaign through the mail. A series of mailing cards, announcing a new idea in clothing selling and advertising, was sent to a selected list of clothing dealers. This was followed by a booklet explaining in detail the new set-price plan and showing its many advantages. Inserts were also used in leading trade papers, the first announcement being blind. This aroused the curiosity of the trade. Then the final insert, appearing before the salesman left for the road, announced the plan in full.

The result of this advertising was felt immediately. Many new accounts were opened and many of them directly through requests received asking salesmen to call. The six months' capacity of the Schwab tailoring plant was sold up in a much shorter time than usual.

**SOME OPPOSITION.**

The only opposition came from dealers who wanted to make their own prices and who felt that the manufacturer was trying to curb their liberties. They wanted to make greater profits than the set-price label permitted. To these was said: "Very well, go ahead. Remove the set-price labels; charge whatever you want, but you can't have our indorsement. Our name won't figure in the transaction. We stand behind the goods only when they are sold at the set-price."

In nine cases out of ten this argument proved convincing, the dealer recognizing the merits of this plan. The great success of the \$15 line caused the Schwab Clothing Co. in 1907 to introduce three other set-price Specials to sell at \$10, \$20 and \$25; and beginning with this year they introduced a Boys' Combination Suit Special to retail at \$5.95.

**REACHING THE CONSUMER.**

In announcing the set-price clothing plan to the consumer, a list of about forty leading newspapers in the south, central west and Pacific coast has been used

"The higher the price at which a publication is sold, the more the publication is worth per thousand to the advertiser." "The higher the price, the more closely will the actual sale approximate the number issued." "The higher the price, the longer the publication will be preserved."—*Printers' Ink*.

The only daily newspaper that maintains its price at FIVE CENTS a copy *every day* is the

## Cincinnati Enquirer

That's why every copy of the ENQUIRER has a distinct advertising value. It's the one newspaper with absolutely *no waste* in its circulation. The advertiser in the ENQUIRER pays only for what he actually gets—and he pays a rate that is *right* for the service rendered.

George P. Rowell long ago awarded to the ENQUIRER the "Gold Marks," signifying that "advertisers value it more for the quality of its circulation than for the mere number of copies printed."

And here is proof of the popularity of the ENQUIRER: *It is the recognized want ad medium of Cincinnati.*

The Cincinnati ENQUIRER is in a Class by Itself. Acknowledged Leader of the Great Middle West. Supreme in its Field.

### The S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

Tribune Building  
CHICAGO      NEW YORK

each season, the copy varying from 200 lines up to full pages.

The first step toward national advertising was taken this spring through several quarter-page advertisements in the *Saturday Evening Post* and *Uncle Remus Magazine*.

While the Schwab Clothing Co. has confined its efforts in the past almost entirely to the southern and western states, now territory is being taken up systematically, just as fast as the tailoring facilities can be increased without impairing the quality. It is only a question of time when the man in Maine and the man in California will be buying Schwab clothes at the same price.

#### CO-OPERATING WITH DEALERS.

One of the big features in this campaign is the co-operative work being done with the dealer. Fashion books, private mailing cards, newspaper cuts and copy, eight-sheet and one-sheet posters, fashion cards, window cards, window price tickets, waterproof outdoor signs, colored circulars, and numerous other advertising forms are issued every season, each dealer receiving a liberal supply, depending, of course, on the amount of his purchases. Selling pointers and new advertising ideas are also presented each month in the form of a house organ called *Between Us*.

That the consumer and the progressive dealer appreciate the set-price clothing plan is best evidenced by the steadily increasing demand for these goods. Of course, quality plays a big part. The Schwab Clothing Co. says that the development made in this respect has been most gratifying. By specializing certain grades, the efforts of the entire tailoring organization have been directed toward making these Specials particularly well. Each grade is made in a special shop, thereby producing more uniform work than through the old method.

#### BOUND TO GROW.

The set-price idea is a thing that is certain to grow—because it protects the consumer, dealer and manufacturer alike.

One of the largest clothing manufacturers only recently issued a statement saying that some dealers were using their advertised label for personal gain by making excessive profits and thereby endangering their (the makers') reputation.

If a man pays \$25 for a suit that was made to retail at about \$15, it is quite possible that he will become dissatisfied and blame the maker. It stands to reason that a suit made to sell at \$15 cannot give the same satisfaction as one made to sell at \$25—not does the consumer expect it.

The set-price label, as stated before, protects the consumer, dealer and manufacturer alike—not only in clothing but in everything. The Howard watch campaign, based on the set-price plan, is setting a higher standard in watch selling; the Steinway piano people are setting the retail price on their pianos; the Holeproof hose campaign was strengthened through the set-price name. In short, the selling price is the foundation that must hold the steel girders and superstructure of an advertising campaign. Without it you are building castles in the air. They are beautiful to behold, but rather hard to locate specifically.

#### FAVORS DOCTORS ADVERTISING.

Closer relations between physicians and the press were advocated by Dr. J. W. Pettit, president of the Illinois State Medical Society, in an address at the annual meeting of the society. While deprecating advertising of a sensational or untruthful nature, he called attention to the public good that could be accomplished through publicity of the right sort.

He said: "A broad definition of advertising would include everything in an advertisement, whether paid or otherwise, which is intended to benefit the individual. If such an advertisement contained the truth, there could be no logical objection to it. It is the element of fraud, intentional or otherwise, which makes advertising by our profession so objectionable. Any advertisement devoid of exaggeration, either expressed or implied, should be regarded as legitimate."

The Florida Senate passed the Conway advertisement bill, which provides that every paid article published in a newspaper, magazine or periodical in Florida shall be distinctly branded with the word "advertisement" printed above same.

**Only one newspaper in all America carries more advertising than the**

# Seattle Times

Why? Because advertisers have learned for themselves that the TIMES is an absolute necessity if they would move their goods in this great section with the maximum of rapidity at the minimum of expense.

The PRINTERS' INK Guarantee Star is the advertiser's positive assurance that the published circulation figures of the TIMES are correct. And the PRINTERS' INK Gold Marks indicate that advertisers value the TIMES as much for the quality of its circulation as for the quantity. (See "Roll of Honor.")

#### *Record of Growth.*

During the past year the circulation of the daily TIMES has increased over 16 per cent.—of the Sunday TIMES over 14 per cent. Here are the figures:

May 1908	May 1909
Daily 53,646	62,585
Sunday 69,672	79,528

The Alaska-Yukon-Pacific Exposition is now open and millions of visitors are journeying Seattleward from all over the United States and the world. This means a remarkable concentration of purchasing power.

*The TIMES will reach it*

**The S. C. BECKWITH  
SPECIAL AGENCY  
Sole Foreign Representatives  
Tribune Building  
NEW YORK CHICAGO**

## HOW ADVERTISING TYPE IS MADE TO TALK.

IF THE STYLE OF TYPE-FACE FITS THE GOODS IT SPEAKS OUT LOUD AND APPEALS TO THE MIND'S EYE—TWO CONCRETE DEMONSTRATIONS AND THE IMPROVEMENT OF A "HORRIBLE EXAMPLE."

*By F. W. Williams,  
of the Williams Printery.*

The importance of appropriate and properly displayed advertisement composition is becoming more apparent to the advertiser every day.

He is beginning to realize that a reader will run through the ad-

### MACHINERY

NO. 1.

vertising pages of a magazine and stop and read one that for some reason catches his fancy.

There is something in that particular advertisement that appeals to the desires of the reader even before the subject is discovered.

The banker will stop at one that relates to finance, and the young lady will be attracted by the ones advertising bonbons, gloves, or some article dear to her.

These ads need not be illustrated to thus appeal to the different individuals; it is simply the psychological effect of the typography or appropriateness to the article ad-

### MACHINERY

NO. 2.

vertised that awakens and stimulates these desires.

The reason for this is not generally understood by either compositor or advertiser, but in most cases it is simply a coincidence that the typographical effect happened to fit the article advertised, and the magazine or newspaper gets credit for effecting sales to which they are really not entitled.

It is my purpose to try to illustrate these effects, -that they may be taken advantage of by the advertiser, and by criticisms and examples help to improve the gen-

eral appearance and results obtained.

As an example of the effect of certain type upon the mind when used in advertising I show the word "machinery" set in two styles of type.

No. 1 gives the impression that the article is made of good, hard steel, polished, sharp and true, running noiselessly and without vibration. How different the effect produced when you see the word set in style No. 2.

In the latter case it produces no idea of the kind of machinery, unless it is a feeling that it is probably composed of cumbersome, cast-iron and runs like the rumbling of distant thunder, yet both these examples are set from new, modern type, selected from the Inland Type Foundry, have met with the approval of the general advertiser, and both are very useful in their place.

Here also is shown the word "candy" in two different styles.

### CANDY

NO. 3.

### CANDY

NO. 4.

I do not need to tell you which makes you think of the kind you bought when you were courting your best girl, and which you spent your pennies for in the days of mud-pies and dirty faces. It is too apparent to need that.

If these results can be accomplished with a single word, how much greater is the opportunity in the general effect of a whole advertisement! It is possible to make it "speak" right out of the pages of a magazine and tell its story almost without the necessity of reading.

I believe the time will shortly come when this principle of advertising will be generally understood by the advertiser, and readers will be enabled to pick out the advertisements in which they are

interested simply by their typographical appearance, for this important feature should certainly not be neglected by those buying advertising space.

## BUFFALO LITHIA SPRINGS WATER

**"All the Argument Necessary"**

**The International Journal of Surgery**, August, 1905, under the heading "CYSTITIS" says: "In the treatment of Cystitis water is the great aid to all forms of medication. Moreover, **BUFFALO LITHIA WATER** is the ideal form in which to administer it to the cystitic patient, as it is not only a pure solvent, but has the additional virtue of containing substantial quantities of the alkaline Lithiates. Patients should be encouraged to take from two to four quarts per day if they can, and the relief they will obtain will be all the argument necessary after the first day or so."

**Dr. Geo. Ben. Johnston, M. D., LL. D.**, Richmond, Va., Ex-President Southern Surgical and Gynecological Association, Ex-President Virginia Medical Society, and Professor of Gynecology and Abdominal Surgery, Medical College of Virginia: "If I were asked what mineral water has the widest range of usefulness, I would毫不迟疑地 answer, **BUFFALO LITHIA WATER**. In Uric Acid Diathesis, Lithiasis, and the like, its action is prompt and lasting. . . . Almost any case of Pyelitis and Cystitis will be alleviated by it, and many cured."

Medical testimonials mailed. For sale by the general drug and mineral water trade.

*Hotel at Springs Opens June 15th*

**BUFFALO LITHIA SPRINGS WATER CO.** **BUFFALO LITHIA SPRINGS, VIRGINIA**

NO. 5.

A specimen of not only inappropriate but absolutely unreasonable advertising is reproduced here. (No. 5.) You have probably all seen this half-page magazine advertisement, otherwise you would think it had been "worked-up" for this occasion. If the proprietors of Buffalo Lithia think that the public has time to try to puzzle out the arguments in favor of this water they are certainly mistaken. Read the text where it runs around the name in the testimonials. It's enough to make Sam Lloyd weep from envy.

Now note the lettering in the name. Could anything be a better illustration of that peep you had through a microscope at a piece of very old cheese? It makes one almost "see things" in the water.

Now I'll show this copy set in a readable style, with the testimo-

nials divided, so the eye can follow the line from end to end without effort, or if you have not much faith in printed testimonials, can leave them unread and still get the important features—that there is a hotel at the springs and where the article can be bought.

This ad is clean and has some sparkle, and anyone reading it would not feel the necessity of running the water through their filter before using.

It's simply a matter of making type as well as text talk.

**"PRINTERS' INK" THEIR CONFIDENTIAL ADVERTISING ADVISER.**

**WYMAN, PARTRIDGE & Co.,**  
Wholesale Dry Goods,  
MINNEAPOLIS, June 4, 1909.  
*Editor of PRINTERS' INK:*

In reply to yours of the 2d, referring to the renewal of our subscription to **PRINTERS' INK**, will say that you may send us a bill for the coming year in the regular way.

In any case, we do not wish to miss a single copy of **PRINTERS' INK**, which we have appointed our confidential adviser in all things relating to advertising.

**WYMAN, PARTRIDGE & Co.**

## Buffalo Lithia Springs Water

**"All the Argument Necessary"**

**The International Journal of Surgery**,  
August, 1905, under the heading  
"CYSTITIS" says:

"In the treatment of Cystitis water is the great aid to all forms of medication.

**Buffalo Lithia Water** is the ideal form in which to administer it to the cystitic patient, as it is not only a pure solvent, but has the additional virtue of containing substantial quantities of the alkaline Lithiates. Patients should be encouraged to take from two to four quarts per day if they can, and the relief they will obtain will be all the argument necessary after the first day.

*Hotel at Springs Opens June 15th*

*For Sale by the General Drug and Mineral Water Trade*

**Buffalo Lithia Springs Water Co.** **Buffalo Lithia Springs, Virginia**

NO. 6.

**Dr. Geo. Ben. Johnston, M. D., LL. D.**, Richmond, Va., Ex-President Southern Surgical and Gynecological Association, Ex-President Virginia Medical Society, and Professor of Gynecology and Abdominal Surgery:

"If I were asked what mineral water has the widest range of usefulness, I would毫不迟疑地 answer,

**Buffalo Lithia Water**. In Uric Acid Diathesis, Gout, Rheumatism, Lithiasis, and the like, its action is prompt and lasting. . . . Almost any case of Pyelitis and Cystitis will be alleviated by it, and many cured."

*Medical Testimonials Mailed*

## AVALANCHE OF RESULTS FROM ONE AD.

HALF PAGE IN NEWSPAPER SECURES  
A DISTRIBUTION OF SAMPLES TO  
THE EXTENT OF HUNDREDS OF  
THOUSANDS — HOW TWO BRANDS  
OF BEER WERE EFFECTIVELY EX-  
PLOITED IN NEW YORK CITY.

There is on record probably no more remarkable example of successful sampling effected through the medium of a single newspaper advertisement than one which has just been afforded in New York City.

The S. Liebmann's Sons Brewing Company, long one of the leading brewers of the city, determined this spring to make a bold bid for a larger trade. They were convinced they had an excellent product and that if the best class of beer users of New York once took it into their homes and tasted it, their sales would be largely increased throughout the entire metropolitan district.

After making what were believed to be adequate preparations

The rush began soon after the early editions of the newspaper had left the presses and the paper had begun to circulate throughout the city and its suburbs. News-dealers quickly ran out of their supplies of copies of these early editions and were obliged to replenish frequently to meet the extraordinary demand, which, instead of lessening, steadily gained in volume as the day advanced. Each edition of the newspaper became a record-breaker under the tremendous pressure from every quarter, and when, late at night, the presses finally ceased to rumble, they had printed a mighty total, said to be more than 400,000 copies of the paper.

Grocers and retail liquor dealers all over the Greater New York territory began to experience the rush almost as soon as did the newspaper. Readers with coupons stormed the small dealers everywhere, and as the demand grew and finally showed that it would overrun all expectations, the dealers in turn began to bombard the Liebmann Company with rush orders for fresh supplies.

The half-page offer of the brewers stipulated that the coupon, to be honored, would have to be presented to the dealer before noon of June 4, but long before the hour set the Liebmann Company was literally swamped with requests for additional supplies of its two brands from every part of the city and its vicinity. The results from the ad were overwhelming and far outstripped the brewers' most sanguine expectations, both as to number and the wideness of distribution.

The rush for sample bottles of beer caused by the ad taxed the resources of the Liebmann plant to its utmost. Although many extra employes were put on to help tide over the emergency, thirty-six hours after the offer was printed the company had not been able to fill more than half the orders received.

Early the following week the Liebmanns felt obliged to place large-sized announcements in many of the leading newspapers, saying they found themselves "embar-



THE HALF-PAGE AD.

to take care of the rush which it was felt was certain to follow the adoption of such a course, the company placed a half-page advertisement in the *Evening Telegram* of June 2. With this ad was printed a coupon, which read:

"Present this coupon before June 4, noon, to your grocer or family liquor-dealer, who will, in exchange, deliver to you, as samples, a bottle each (regular size) of our Rheingold and Teutonic beers. Each person is entitled to one coupon only. S. Liebmann's Sons Brewing Company."

rassed at not being able to satisfy the extraordinary demand" and requesting the public's indulgence for a few days longer until their bottling plant could catch up with the situation."

As PRINTERS' INK goes to press, the Liebmann employes are still many thousands behind in their count of the number of coupons redeemed. Indications, however, are that the total number of bottles of beer given away as a result of the ad will prove to be between 600,000 and 700,000.

"The results from our half-page advertisement were simply phenomenal," says one of the officers of the S. Liebmann Sons' Brewing Company. "The ad was more than a success. It was stunning.

"The ad has done just the work for which we designed it. We wanted persons who spend their leisure and take their pleasure largely in their own homes to discover the excellence of our Rheingold and Teutonic beers. We feel assured of their superiority and we wanted it to become widely known. That the ad has won such results



As the result of the wide publicity given our brands of beers—Rheingold and Teutonic—we find ourselves embarrassed at not being able to satisfy the extraordinary demand, and request the indulgence of the public for a few days until our bottling plant can meet the requirements.

We also wish to take this opportunity to thank our dealers for their cooperation.

### S. Liebmann's Sons' Brewing Co.

36 Forrest Street, Brooklyn, N. Y.



### THE FOLLOW-UP AD.

for us is evident in a most gratifying manner.

"In addition to the hundreds of thousands of coupons clipped from the newspaper, we are getting a flood of orders for deliveries paid for in the usual way. These are a direct result of the wide introduction of our products given by the newspaper publicity."

---

**So Far This Year 2,273 Columns More Than Any Twin City Newspaper  
Not Including 361 Columns Refused by the Journal, Accepted by Others**

## May Advertising in the Twin Cities

The Journal carried 34% more Local Advertising than any other paper. The Journal carried 22% more Total Advertising than any other paper. The Journal carried 310 columns more than in May, 1908

	Columns
<b>The Minneapolis Journal, 2658</b>	
The Minneapolis Tribune	2171
The St. Paul Dispatch	1618
The St. Paul Pioneer Press	1429

The Journal refused 62 columns of Questionable Advertising accepted by other newspapers: on that basis  $2658 + 62 = 2720$  columns, which would have been the Journal's record

O'MARA & ORMSBEE  
Brunswick Building, New York  
Tribune Building, Chicago

June Seventh, 1909

THE MINNEAPOLIS JOURNAL  
HUGH A. O'DONNELL  
Advertising Manager

*—A Second Word*



## Circulation Economics

Suppose—for certain reasons—a certain city or a certain state are not logical markets, at present—

Which medium, of *national* circulation, could you use without paying for the useless circulation of that city or that state?

\* \* \*

Advertisers—searching for a national medium that can be used as expediency dictates—to cover this city or that section—without the added cost of circulation in undesirable territory—must of necessity turn to the street car—the trolley—with its “unit system of national circulation.”

Estimates of results pro rata to cost are here for your information.

\* \* \*

We are exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands.

**STREET RAILWAYS  
ADVERTISING COMPANY**  
**HOME OFFICE : : FLATIRON BUILDING  
NEW YORK**

Western Office  
First National Bank Bldg.  
Chicago

Pacific Coast Office  
Humboldt Bank Bldg.  
San Francisco

*“Circulation is the basis of all advertising.”*

## TIILT OVER AD VALUE OF HOUSE ORGANS.

**EDITOR OF ONE TAKES UP CUDGELS  
IN DEFENSE OF THE IDEA—PICKS  
FLAWS IN ARGUMENTS OF A WRIT-  
ER WHO HOLDS OPPOSITE VIEWS—  
GOOD IN ALL FORMS OF ADVERTISING.**

### *Editor of Printers' Ink:*

The *American Machinist* recently published an open letter in its advertising pages entitled: "Where the House Organ Falls Down." Perhaps the situation is worth looking into from the pro and con standpoints.

It might be explained that the open letter referred to was described as "being a sermonette letter from our old man to a sales manager who solicited an advertisement for his own pet scheme." The writer of this rejoinder has done more or less office-boy work on a house organ for the past three years. The house organ itself has been published for over ten years, appearing every month. The publishers also spend not a few thousands in the trade press and technical papers, so the writer feels eligible to take part in the discussion.

The major portion of the letter is given over to "anvil chorusing" the house organ. This part will be ignored and only those statements that have a real bearing on some strength or weakness of the house organ taken up.

### A WEAK POINT.

In the sixth paragraph of the open letter the following occurs:

The trouble with the house organ is insurmountable—it holds a brief for the concern that publishes it.

This is undeniably true, but if it is considered as nullifying effectual effort, then all advertising is worthless, for this is what every piece of printed advertising is—a brief for the concern that publishes it. And the manufacturer's ad that appears in a trade or other publication comes under the same head. The reader understands it as paid for and knows that in the very nature of things it is a biased statement. He accepts or rejects

it according to the strength of the appeal it makes to him.

Immediately following, the letter goes on to say that everything in this world is appreciated at about what it costs. This statement rests on a really basic principle and is largely true. It must be remembered, however, that advertising as a general proposition costs the reader nothing. While the reader may in a way be considered as paying for the advertising matter when he buys a publication, admittedly he spends his money not for the advertising but for the reading matter in the publication. The advertising is thrown in, so to speak, and not one reader in a hundred would be likely to buy a magazine, newspaper or trade paper if it consisted of nothing but the advertisements. The expensive catalogues, booklets and circular matter of all kinds are a gross waste of money if the principle holds that everything we get for nothing is considered by us as worth nothing.

### REPRESENTS CONCERN.

In another part the letter states that the masquerading of the house organ as a newspaper is in itself an insinuation to the intelligent man that he doesn't know the difference. This certainly savors of bigoted and unreasonable opinion. The house organ purports to be exactly what it is—a representative of the concern issuing it (we are now considering good house organs, not the poor exceptions that alone kill any principle). It drops in to see the customer so he won't forget the house, is willing to wait for the customer's leisure moment, tells him informally "what's doing" in its particular line, does a little entertaining on the side, and endeavors to leave a cheering (but not inebriating) taste after it.

### MIXING THINGS.

Listen again to the letter:

We need say little of those "near" house organs that print a few pages of slush, totally foreign to the subject, sandwiched between a few pages of ads for the owner. Curiosity may cause some of the right people to look at them for a time or two, but with never a thought of business. They only go to show how little some manufacturers

know about advertising and how easily they are influenced by their amateur organ-grinder.

The same money spent in regular, established papers will insure better returns, and work with the grain, not against it.

The same newsy matter, your shop news, now saved up for the house organ, in your regular space in the real paper will make that space twice as effective.

Why do manufacturers let their advertising men write newsy, interesting stuff in the house organ and have a fit if they see it in their paid-for space?

Notice the transition from a "few pages of slush" in the first paragraph of the above quotation to "the same newsy matter . . . now saved for the house organ" in the third paragraph, and "newsy interesting stuff" in the fourth. Has the metaphor been mixed?

#### NO CONFLICT.

There is in reality no direct conflict between the house organ and the trade paper. A man may receive both and be interested in both. The trade or class paper deals with trade subjects at large, gathers general information that is of interest to the trade, and keeps the man posted in a general way. The house organ is specific and tells this same man about the particular house of Smith, for instance; what Smith is doing, where Smith's goods have been used with satisfaction, the care and skill put into the manufacture of Smith's goods, and so forth. This kind of talk is better in the house organ than it would be in the trade paper. There is more likelihood that the live customers and prospective customers will read matter of this kind when it is segregated in Smith's house organ than they would if it occupied a page or two in a trade paper. And the reason is simple. When attention is given to a house organ there is an absence of counter attractions. Even if the time devoted to it is short, it is all Smith's time. The reader is in a specific Smith attitude of mind.

#### THE DIFFERENCE.

With the *American Machinist*, the reader is interested chiefly in the reading pages. "Here is a lot of good stuff," he says to himself, as he picks up the publication, "concerning the machinery trade. "I want to go over this carefully."

Perhaps he glances at the ads, probably does, but he is not in a frame of mind to go carefully over any particular ad unless there is some other force outside of the ad itself acting on him. If, for instance, he is in the market for lathes and he sees Smith's lathe ad, he will probably read it. It is doubtful, however, if he would read a page of Smith's house-organ matter in the *American Machinist*, especially as a regular instalment.

The advertising pages of a trade paper the average reader probably regards as a business directory. Of course, no one knows how carefully the readers as a class go over advertisements, but everybody knows that tangible results as compared with total circulation are small. Further, it stands to reason that among the one, two or three hundred ads in the same publication only a few are going to receive the particular attention of any one reader.

#### COUNTER ATTRACTION.

The matter of counter attraction previously referred to needs further emphasis. It would be difficult for the reader to devote five or ten minutes to a page of Smith's house-organ matter in the *American Machinist*, while Jones' is right across the page screeching for attention. Jones makes lathes, too. Just back a page Brown has been yelling about his lathes. Just over the next page Latham has a few pertinent remarks to make on lathes.

#### GOOD IN ALL FORMS.

In conclusion let it be said that to condemn in the abstract any recognized form of advertising is hazardous, if one cares to preserve the value of his opinions. No doubt there is more or less blundering, but can any of us be consistently uncharitable? Is it not plausible to assume that if some of us knew exactly where the line between right and wrong ways and means was drawn, we could, by employing this transcendent knowledge, so far surpass the blundering majority as to put them out of competition?

H. S. SNYDER.

# The Business Farmer Reads Orange Judd Weeklies

{ American Agriculturist, New York  
 Orange Judd Farmer, Chicago  
 New England Homestead, Springfield, Mass. }

*Editorial from  
 Orange Judd Weeklies  
 June 12, 1909*

## Crop Reports That Make Good.

### Why?

As our readers well know, there are only two authorities which prepare systematic and detailed crop estimates covering the entire country, Orange Judd Weeklies and the United States Department of Agriculture. During the past year there has been a considerable variation between our estimates and those of the government. Sufficient data are now available to show that our estimates are more nearly in accord with the facts. In our report upon farm reserves on March 1 it was stated: "It will not be possible to export any considerable amount of wheat until the new crop year is reached without infringing upon the amount required for domestic purposes," and that "Present reserve is the smallest in ten years." At the same time the government estimated the farm reserve at only 5,000,000 bushels less than the year before, which, with increased commercial stocks, indicated as much wheat available as in 1908.

During May short sellers of wheat scoured the country for grain to deliver on their contracts. But it could not be found, even at the highest prices in years. That these prices are the result of exhaustion of supplies, and not the result of speculative manipulation, is shown by the fact that wheat is selling higher since the so-called May deal is out of the way than it did before. The uncontrollable logic of supply, demand and price proves beyond question that Orange Judd Weeklies' crop reporting service during the past year has been decidedly more accurate than that of its only rival, the government bureau. Accuracy and promptness are the basic features of Orange Judd Weeklies' crop reports. We give facts while they are news—others are content to give facts when they are history.

### Because



## Guaranteed 250,000 Copies Weekly.

ORANGE JUDD COMPANY, Publishers

Headquarters 439-441 Lafayette St., New York

EASTERN OFFICE  
 1-57 W. Worthington Street  
 Springfield, Mass.

WESTERN OFFICE  
 1448 Marquette Building  
 Chicago, Ill.

## ADVERTISING THAT OVER-CAME HANDICAPS.

HOW A BUSINESS IN AN OUT-OF-THE-WAY LOCATION WAS BUILT UP FROM SMALL BEGINNINGS TO ITS PRESENT ENORMOUS PROPORTIONS—GOODS SOLD BOTH AT RETAIL AND BY MAIL ORDER.

"What is the use of running after a trolley car if you are already on board the car?"

This is the answer made by John M. Coward, who directs the advertising of the Coward shoe, to the question, "Why are Coward shoes sold from no other place in the world except from Nos. 268 to 274 Greenwich street, New York City?"

"We have all the business here that we can attend to—I might almost say more—so what's the use of going somewhere else?" he asks. "We believe in letting well enough alone."

The Coward store, founded in 1866 by James S. Coward, is in the heart of the downtown wholesale produce district of Manhattan, is in a section far remote from the city's retail center and generally regarded as more or less inaccessible to the great mass of consumers.

In spite of its geographical handicap, however, the Coward shoe store has been for years a powerful retail trade magnet, constantly drawing to it increasing numbers of patrons from all parts of New York and its suburbs and selling to them, year after year, enormous quantities of shoes. Its out-of-the-way location and the accompanying drawbacks considered, the great success of the Coward establishment in more than holding its own in the fierce competition constantly going on for New York's retail shoe trade seems little less than a business marvel.

### A STRIKING ACHIEVEMENT

"I don't believe there is a better example to be found anywhere of what good advertising will do for a business than what it has done for us," declared Mr. Coward.

"The success of our house, located here in this out-of-the-way

place, on a street that is in no sense a thoroughfare, simply bears out to the letter the truth of what Emerson says, 'If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.' That's our case exactly.

"We make a better shoe than the other fellows, to begin with, and the extensive newspaper advertising of that fact is the sign-post that guides the world of shoe users to our doors, notwithstanding the circumstance that our doors may be more difficult of access to some people than those of some of the other makers. It's all a matter of manufacturing a commodity of real merit and then telling the people about it.

"As a result of our newspaper advertising, people come here almost in droves at times, especially on Saturdays. With all our hundred salespeople, we have all we can do to get around and wait on them all. Yet I would keep right on advertising even if we were crowded to the doors every day of the year. In my opinion, to advertise merely to get a customer once is the biggest sort of a mistake. It's throwing money away."

### SEES THE RESULTS.

Although none of the Coward shoe ads nowadays is ever keyed, Mr. Coward asserts that he can always see results and plenty of them from all the advertising put out. "If we advertise any particular style of shoe in the newspapers," said he, "in two days people begin to come here in large numbers and ask for it.

"Several years ago we had a striking experience along these lines. We had a particular shoe, to which we had given the name 'American.' It was a very good shoe, but it was hard to fit. When a man once got a pair that fitted him, though, he couldn't be driven to wear any other.

"On account of the hard time they had in fitting this 'American' shoe, our salesmen simply couldn't be got to push it. Well, finally we found ourselves stocked up

with about 2,000 pairs, and we were at our wits' ends how to get rid of them. At last, after much thought, we decided to make a special feature of this shoe in our ads. We advertised it in the New York dailies as a shoe with a special tread, which was one of its strong features.

"In two weeks' time the last of these 2,000 pairs had been sold and we had so many 'repeaters' on that shoe that we had to put it back on the list again. To-day it is one of our strongest lines."

#### THE ADVERTISING POLICY

The Coward ads are attractively put together and invariably present in brief form several cogent arguments for shoes having the special hygienic and other features especially claimed for footwear of the Coward make. They are run single-column, four to six inches space being the rule, and they appear about three times each week practically the year around; the list of papers used including most of the large New York dailies and a number of the better-known newspapers printed in other large cities in the immediate metropolitan district. A practically complete list of papers now used is:

Morning papers—*Tribune, Times, Sun, Herald, Press, American, Staats-Zeitung, Jewish Morning Journal, L'Araldo Italiano*; evening papers—*Post, Globe, Sun, World, Journal, Brooklyn Eagle, Brooklyn Standard-Union, Jersey City Journal, Hoboken Observer, Jewish News*.

The total expenditure for advertising the Coward shoe is today in the neighborhood of \$60,000 a year. This includes, besides the cost of the local publicity in the New York field through newspapers and some outdoor advertising, a very considerable outlay for giving publicity to the mail-order end of the business. The shoe is one of the most widely sold American-made shoe in the world. According to Mr. Coward, most of the sales to mail-order buyers are made west of the Mississippi and very largely through the medium of the ads printed in the *Ladies' Home Journal*.

"Although we use a number of other magazines and publications to carry our mail-order advertising," he asserts, "by far the greater portion of our sales are to readers of the *Ladies' Home Journal*. It costs a lot of money to say your say in the *Home Journal*, but it has been worth it to us. It's simply a wonderful medium in getting results for us. And I am absolutely certain of that, even though our ads are not keyed."

**THE  
Coward  
Shoe**

Coward Good Sense Shoe  
is comfortable, hygienic and durable. Built on a natural foot-form last, with broad toe and pliable tread. Aids walking, strengthens weak ankles, supports the arch of the foot. Faultless in fit, materials and making.  
For Children, Women and Men  
Send for Catalogues. Mail Orders Filled  
Sold Nowhere Else  
**JAMES S. COWARD**  
268-274 Greenwich Street, near Warren Street, New York

Among the other magazines and publications of various sorts used to carry the Coward ad to all parts of the country are the *Delineator*, the *Woman's Home Companion*, *Health Culture*, the *Children's Magazine*, *Benziger's Magazine*, *Physical Culture*, the *American Journal of Surgery*, the *Medical Record*, the *Medical Times*, the *Medical Journal*, the *New York Christian Advocate*, the *New York Freeman's Journal*, the *Irish World*, the *Catholic News*, and the *New York Sunday Companion*.

#### SCRAPS OF HISTORY.

From the first, James S. Coward, the head and founder of the business, made a specialty of shoes

# Everybody Knows

what "Printers' Ink" has always said about the "want ad paper."

In the first five months of 1909, the

## Omaha World-Herald

published **123,853**  
PAID want ads, or  
**37,592** more than  
ALL THE OTHER  
OMAHA PAPERS  
COMBINED.

The paid circulation of the Daily World-Herald is **45,500**. Over **40,000** being "home" subscribers in and around Omaha. Display rate **7c. a line, flat.**

The paid circulation of the Sunday World-Herald is **32,800**, of which **31,600** go direct to the homes. Display rate **6c. a line, flat.**

*Representatives*  
VERREE & CONKLIN  
Chicago and New York

If You Use the "Want  
Ad" Paper, You Can't  
Go Wrong.

of the most practical sort. The text he adopted in his very first advertising is still the same that dominates his publicity to-day. "Coward's common sense shoes for common sense people," was his early slogan. It was his war-cry for years.

Mr. Coward started in business in a small store on his present site, 43 years ago, with a little more than \$200 capital and a small boy as his sole assistant. He and the boy worked hard all day long in the store and at night Mr. Coward, sometimes accompanied by the boy, but more often alone, would go out with a paste pot and brush and decorate the curbs of the surrounding part of the town, then a very respectable retail section, with long 'guttersnipes' bearing his "commonsense" slogan.

For years Mr. Coward contented himself with this "guttersnipe" publicity, which cost him only a few dollars annually, and with the occasional use of handbills and circulars. Finally, about 1884, he made so bold as to start running an inch ad about once a week in the *Sun*. This also bore the slogan and gradually the fact that certain sorts of desirable shoes could be bought at the Greenwich street shoe store began to be borne in on some discriminating New York buyers.

The mail-order plan of selling was adopted by Mr. Coward about twenty years ago, and to-day not only shoes for adults, but also hundreds of thousands of children's shoes of special make, are sold every year by this method.

**THE FOLLOW-UP SYSTEM.**  
Twice a year Mr. Coward prints an edition of 200,000 copies of a most attractively illustrated 64-page catalogue or booklet. These cost \$45 per thousand, he says, and are used almost exclusively for mailing to those who answer the magazine and periodical ads. When an inquiry is received, a catalogue is sent. If there is no reply, the first of a series of seven follow-up letters follows in about three weeks. The other follow-ups are dispatched at intervals of several weeks. If at the end of six months there has

still been no response, another copy of the booklet is sent out. This is the final shot, but it does the business in a large number of cases.

ENTERPRISING USE OF A PRINTERS' INK SUGGESTION.

STREET RAILWAYS ADVERTISING CO.  
NEW YORK, June 7, 1909.

*Editor of PRINTERS' INK:*

In your issues of May 19th there was an article on "The Advertising Value of Public Spirit," which appealed to me so strongly that I cut it out and sent it to James S. Hall, a clothing

**Let's Get Together**

This Is Not An  
Advertisement For Our  
Store Or Our Goods

We have had a Harmony of Tennessee citizen in our window for a week and he has been a pretty good advertisement for us. He is a very nice man and we are glad to have him. We have a lot of things we have to sell and we believe the present condition of our citizens are greater than ever before. We are doing a great deal of work and we are getting along well.

We take our community deeply as an example.

We have had a Harmony of Tennessee citizen in our window for a week and he has been a pretty good advertisement for us. He is a very nice man and we are glad to have him. We have a lot of things we have to sell and we believe the present condition of our citizens are greater than ever before. We are doing a great deal of work and we are getting along well.

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We take our community deeply as an example.

**Let's Get Together**  
**HALL'S On The Square"**

merchant, of "Hall's on the Square," Knoxville, Tenn.

It so happened that it reached him just at the time that they had in their window an exhibit from the Mechanical Engineering Department of the University of Tennessee, which is located at Knoxville. He got busy right away with this advertisement, which appeared in the *Knoxville (Tenn.) Journal and Tribune* and the *Knoxville Sentinel*. The ad occupied a space of 3 columns wide and 14 inches deep. Both papers also published long editorials commanding the idea.

This may be of interest to you showing the value of PRINTERS' INK suggestions to progressive merchants.

M. L. HAVEY.

**CHICAGO RECORD-HERALD**

**Advertising Gains  
for May, 1909**

During the month just closed The Record-Herald published

**1,261 COLUMNS**

of display advertising, showing a gain over May, 1908, of

**196 COLUMNS**

In classified advertising The Record-Herald showed a gain in May, 1909, over May, 1908, of over

**70 COLUMNS**

During the first five months of 1909 The Record-Herald has gained in display advertising over the corresponding months of 1908 more than

**936 COLUMNS**

These gains cover all classifications of high-grade advertising. No get-rich-quick or otherwise undesirable advertising is accepted by

**THE  
CHICAGO RECORD-HERALD**

**It is like throwing  
money away to use  
more than one German  
newspaper to cover  
the Northwest Pacific  
States. That ONE is  
the**

**St.  
Joseph's  
Blatt**

**26,000 Copies  
Weekly**

**RALPH C. CLYDE  
Advertising Manager  
613 Goodnough Bldg., Portland, Ore.**

## ADVERTISING VALUE OF "SERVICE PLUS"

MERELY TO OFFER GOODS OF MERIT IS NOT ENOUGH—SOME ADVERTISERS WHO GO FURTHER AND WHAT THEY HAVE DONE—APPLICATION OF THE IDEA TO MAGAZINES AND NEWSPAPERS.

By O. C. Harn,

Advertising Manager, National Lead Co.

*Part of an address delivered before the Magazine Representatives' Club.*

Coming in on the train the other morning as I opened up my morning paper my eye fell on an advertisement of the New York Central Lines. The first part of it described the delights of the Adirondack Mountains, the tennis, the golf, the fishing, the bathing, the canoeing, the tramps through the woods, amusements at the hotels, and then pointed out the ease with which one can reach these delightful spots by the New York Central Lines.

So far this advertisement was a good one on conventional lines and pointed out merely the ordinary service of an up-to-date railroad, but at the last were these words: "Let us suggest a vacation trip. If you will tell us the number in your party, the length of time and the amount of money you desire to spend in connection with your holiday, whether you want continuous traveling or not and give some idea of your taste regarding surroundings, amusements, etc., we will propose one or two trips for your consideration, with complete information."

A few years ago it would have been thought quite service enough if a railroad did only those things which were suggested in the first part of this advertisement—if it ran good trains, comfortable, safe and punctual, with adequate station and terminal facilities. Many railroads think that is enough today. Not so the New York Central.

### OTHER "SERVICE PLUS" IDEAS.

A certain large store in this city has made a feature of serving tea free to its patrons at all hours every day and with great suc-

cess. Rest rooms and writing rooms are features of most of our big stores. Concerts and various forms of entertainment are furnished in some of them. These features are no part of the actual formality of buying and selling, but I need not tell you that they are far from philanthropy; they mean business—more business than would come without them.

The concern with which I am connected makes white lead. It is not paint, but a paint material—the principal ingredient of paint. We might say to the public, "Here is our white lead. It is good white lead—absolutely pure and made as good as modern science and manufacturing art can make it. We do you a real service in manufacturing this white lead for you. Here our service ends."

And when consumers ask us: "How much linseed oil should I use to make a good paint?" or, "Will you send me some information on harmonious color combinations?" we might say: "That is not our business. We manufacture white lead."

But we do not answer in this way. We not only send the inquirer a set of specifications which will tell him all about how to mix his paint, but we send books of color schemes and we write him a cordial letter saying: "If you will describe your house and its surroundings, we will select one or two color schemes which we believe would be harmonious and suitable to the conditions."

### APPLYING THE IDEA TO MAGAZINES.

Now, where does this new idea in merchandising touch you gentlemen of the magazines?

A publisher who, besides publishing a good magazine, a periodical worth in itself every cent of its purchase price, also invites his readers to ask him questions on a certain line in which they are apt to be interested, renders a collateral service to his fellow-men, which certainly must be considered a "service plus." This many magazines are doing.

But there is another product of periodical factory. It may be considered a by-product, but true to

that peculiar development of our time, exhibited in many industries, the by-product often really represents the profit of the concern. I refer to that phase of the magazine which we mean when we call it an advertising medium.

By means of the output of your editorial department, you have gotten together an audience. It is a privilege to speak to this audience and you afford this privilege to advertisers for a consideration.

#### SOMETHING MORE DEMANDED.

This is your service to the advertising public, but where is your "service plus?" Perhaps you will forgive a guest's frankness if I say that it seems to me that you, as representatives of the advertising departments of the magazines, are not rising to your possibilities in this direction.

It is not enough that you make it easy for us to spend our money with you; that you print our advertisements well; that you give us good position; that you charge us only a moderate price for the exact circulation you have. These things are merely the parallels of the railroad's good trains, the dry goods store's good merchandise honestly measured and the manufacturer's good product.

Some of you are beginning to give us a "service plus" when you furnish us statements of the kind of circulation you offer, whether it is urban or rural, men or women, eastern or western, etc. This is a good beginning; but I believe you will admit that even the best-intentioned among the advertising mediums have only begun to scratch the surface of the great business-getting possibilities which lie in this mine which I have designated as "service plus."

#### TWO EXAMPLES.

I said to the business manager of a great newspaper not many months ago: "If you can show me definitely and concretely how I can include newspapers or how I can use them exclusively to accomplish my purpose better and more economically than I am doing it now, I will be only too glad to make a change."

But he did not accept the challenge and has not to this day.

I said once to a much-respected representative of a magazine which I greatly admire: "I would like to use your magazine. You have an audience which ought to be interested intensely in good paint, but I have tried it out and it did not work. Now I believe that it was my fault and not that of the magazine. You ought to know what was wrong with my copy. If you will suggest a plan whereby I can interest your readers, I will give your magazine another trial."

He said he would not think of doing so. "I am too old a bird for that" were his exact words. "A young solicitor might take a try at it but the risk is too great and I will not take the responsibility."

I think my point is clear from these two examples without pursuing it further.

#### IN A POSITION TO TEACH

You are in a strategic position for the study of advertising problems. In a way you have delved deeper than anyone else into the mysteries of how to influence people by the written word. Who can teach us better than you who have such knowledge?

On the other hand, much of the knowledge which the advertiser is seeking is not possessed even by you. You will have to search it out; but why not? Is that not your "service plus"?

For, believe me, the future of your business does not lie in taking a given appropriation away from another magazine by means of showing that your rate per thousand is lower, nor in seeing a new appropriation before the newspaper man does and beating him to it.

#### BROADNESS ESSENTIAL.

You must be broad enough to help an advertiser use newspaper or street car space to the best advantage, if such mediums are good for him. Yes, you must be broad enough to see that other mediums besides your own are good for him.

## Chicago Correspondence

Printers' Ink invites advertising men in the Chicago field to send interesting items and suggestions about advertising to the Chicago editorial office—Printers' Ink, 844 Tribune Bldg., Chicago.

### 150,000 FREE CAKES OF SOAP IN BIG CAMPAIGN.

**BLIND ADS PAVED THE WAY FOR THE FINAL SUCCESS OF A CHICAGO PLAN—STATE STREET MERCHANTS HELPED BY STOCKING LIBERALLY WITH THE SOAP—3,500 DEALERS IN THE CITY NOW CARRY IT.**

*By Hanley Woolston.*

Five or six weeks ago there appeared in an afternoon paper a full-page piece of copy that had all the earmarks of being a "teaser." It read like a "teaser," you thought it a "teaser," and it was intended to be a "teaser." At once this piece of copy attracted the attention of the street and the home. Then there were many pieces of "teaser copy," for seven days. One morning paper was used and two evening editions. Chicago was the "try-out" town, and the Remmers Soap Company, of Cincinnati, was the firm that was responsible for this unique endeavor.

The "teaser copy" appeared many times in the same paper. It was small, but it was good "teaser copy," and the more you saw it the better you liked it. This tantalizing campaign method was pursued for more than a week, and finally the scheme was sprung. It was Craddock's (Medicated) Soap.

The announcement was clever and the follow-up copy was good and is good—yet, which is not often the case with "teaser" campaigns. The space used was big and everybody in town that used soap saw this advertising. Everybody, at least, that read newspapers.

#### FREE SAMPLES.

Test cakes (and, by the way, that is a good name for sample soap) were given away at every dealer's where this soap was sold. Over 150,000 of these test cakes were disposed of in this manner.

That tells the tale. But it did not stop there.

To do business in Chicago an advertiser must get onto State street or he will not thrive. In the loop, the district where all the retail business is done in Chicago, 600,000 people work and buy and visit every day in the year. Every car line in the town ends here, and the railroads turn their passengers into this spot, and it consists of only thirty-five square blocks. The merchants of State street serve this army of people, and from the stores of these merchants the people lying in the residence districts form their ideas on what to buy for the home.

#### PLAN APPROVED BY MERCHANTS.

These merchants are without doubt the best advertisers in this or any other country, and they know the value of copy and mediums. When you put a scheme up to them and tell them what you are going to spend and how you are going to spend it, they go the limit in stocking up on your goods if they like the scheme. These merchants thought well of the Craddock Soap plan and they went the limit.

As go the merchants of State street so goes the city of Chicago, and to-day the dealers handling Craddock's Soap in Chicago number 3,500.

This plan did not include any house-to-house canvass or fake stimulation of an agent's glib tongue to make it win. Every drug and department store in Chicago of any consequence now has this soap on hand and is selling it fast.

This campaign is to run in its serial form for three months. Cincinnati will be the next town opened up, and the other large cities just as soon as salesmen can be taught how to handle the trade in the manner desired.

**"TO THE DYING PUBLIC."**

The big advertising campaign undertaken this spring by the National Casket Company has justly attracted widespread attention as one of the most novel publicity campaigns of the year. Incidentally, its effects are seen in an increase of coffin advertising by local undertakers and small concerns handling such wares.

Perhaps the most unique and startling coffin ad, however, that has yet come to light is one recently printed in the Mayo, Fla., *Free Press* by an enterprising dealer in merchandise and millinery. The ad, appropriately set with a deep black border, appeared in double-column  $7\frac{1}{2}$ -inch space, and read as follows:

To the Dying Public:—As I have been requested by some of the living public, I have added a line of COFFINS to my already extensive line of merchandise and millinery goods, and I invite your careful consideration and inspection of my stock when you are called on to buy such. You won't have to wait two or three hours for a coffin to be trimmed; I have them already trimmed nicely, and will put them in nice white pine boxes, too. And will make the price RIGHT. Yours for business, W. T. Clark, Mayo, Fla.

CRITICISED AND BROUGHT BUSINESS.

METAL STAMPING COMPANY.  
JACKSON, Mich., June 5, 1909.

*Editor of PRINTERS' INK:*

Your criticism, under date of May 5th, of the White Frost quarter-page ad is certainly a body blow to our advertising agency.

We have referred it to them, asking them if they could not do better.

We hardly know what we would do if the White Frost was represented by a good ad, for we are practically overwhelmed with business as a result of our present illustrations.

Thanking you for the free publicity you have given the White Frost by your comment on the same, we remain,  
H. L. SMITH, Manager.

## STONE'S RULES.

Melville E. Stone, of the Associated Press, spoke to the Columbia students in St. Paul's Chapel recently on "The Ethics of Journalism." Mr. Stone laid down three rules of conduct which should be observed in the conduct of the business end of a newspaper. A paper should not print advertising matter as news, he said, and news should be clearly distinguishable from advertising matter. As his second principle Mr. Stone said that advertisers should be correctly informed as to the circulation of a newspaper. And finally there should be no discrimination in the matter of advertising rates.

"But I know of only about a half dozen papers in the United States that observe these rules, self-evident as they seem," said Mr. Stone.

**RICHMOND, VA.**

(One of the richest cities of America)

**Has Only One Sunday Paper**  
and only one morning newspaper on weekdays

**THE Times-Dispatch**

(It is supreme in Virginia)

For the month of May, 1909, carried 322,560 lines as against 280,714 lines for corresponding month of 1908.

**A Gain of 41,846 Lines**

Exclusive of Publishers' Announcements; and Classified Advertising, of which it carries more than the two afternoon papers combined.

The N. M. Sheffield Special Agency  
U. S. Express Building, Chicago  
Tribune Building, New York

**AUTHORITY!**

The Association of American Advertisers (New York City) has examined and certified to the circulation of this publication. Only the figures of circulation contained in its report are guaranteed by the Association.

*T. H. McCormick*  
No. 481. Secretary.

**DAILY AVERAGE**

April 1, 1908, to April 1, 1909, 10,694

Month of March, 1909, - - - 15,426

Above figures are exclusive of all returned, unsold, or waste copies

**SWORN CIRCULATION**

April, 1909, Average - - - 16,616

**THE UTICA OBSERVER**  
UTICA, N. Y.

# St. Louis the Strongest City

The country at large has no idea how strong German influence is in St. Louis. In proportion of people of German birth or descent than New York, Chicago, Peoria,

**Out of a population of 780,000  
German born or of German parentage**

No such proportion can be found in any other city in the United States. When proper and that there are other thousands of Germans in Southern Illinois, Missouri and Old Mexico, it is easy to understand why the

## LEADING GERMAN PAPERS

Maintain their prestige, circulation and influence without effort. The leading German papers

### **The Westliche Post**

(Printed mornings, 6 days a week,  
city and country editions)

### **The Mississippi Blaetter**

(Printed Sundays—Sunday  
Westliche Post)

Outside of these newspapers, there are no prominent German newspapers closer with Germans, than Chicago and Milwaukee on the north and Cincinnati on the south.

## GENERAL ADVERTISING

Will find the 1,000,000 or more Germans of St. Louis and the Southland. The  
WESTLICHE POST, THE MISSISSIPPI BLAETTER and THE  
reach them.

## THE GERMAN AMERICAN PRESS

THE ST. LOUIS TIMES  
THE MISSISSIPPI BLAETTER

EDWARD L. PRETORIUS, Pres. and Gen. Manager

Special Representatives of the German Papers : BENJAMIN & KENDRICK COMPANY

# est city in German Influence

ence is in St. Louis. It will be surprised to know that St. Louis has a larger German population than New York, Chicago, Philadelphia, Cincinnati or Milwaukee.

of 780,000 the people who are  
German percentage number 310,000

United States. When it is considered that these figures apply only to St. Louis in Southern Illinois, Missouri, Tennessee, Arkansas, Oklahoma, Texas, Colorado,

## GERMAN PAPERS IN ST. LOUIS

hort. The leading German papers in St. Louis are:

### Mississippi Blaetter

Printed Saturday—Sunday edition  
Westliche Post

### Abend Anzeiger

(Printed evenings, 6 days a week,  
city and country editions)

in newspapers closer to the great South and Southwestern fields, which are alive  
and Cincinnati on the east.

## ADVERTISERS

The South and Southwest fallow material upon which to work and THE  
WESTLICHE POST and THE ABEND ANZIEGER the agencies through which to

## PRESS ASSOCIATION, Publishers

THE WESTLICHE POST  
THE ABEND ANZEIGER

EDMUND H. EMORY, Advertising Manager

& KENNEDY COMPANY, Brunswick Bldg., New York; Boyce Bldg., Chicago.

## BIG RESULTS FROM VERY SMALL APPROPRIATION.

ENGLISH FIRM OPERATING A CHAIN OF SEVEN GROCERY STORES HAS ACHIEVED A TREMENDOUS SUCCESS ON AN ANNUAL ADVERTISING EXPENDITURE OF ONLY \$5,000—A PASSING GLIMPSE OF THE METHODS USED.

(*Special Correspondence*)

CLUN HOUSE, LONDON.

Advertising which extends over a large area and runs to big money is not always the most interesting or the most instructive. Where the appropriation, being small, compels particular care in getting every possible ounce of force from it, much ingenuity and resource are provoked. Thus, it comes about that one of the most interesting businesses that has come under my eye is that of a retail grocery firm in the provincial town of Portsmouth—probably best known to Americans as the birthplace of Dickens. Portsmouth, with its conterminous (but in character quite different) towns of Southsea and Landport, has about 200,000 inhabitants. The three are bunched together on the coast of the British Channel, opposite to the Isle of Wight. Portsmouth has a big naval dockyard, employing 8,000 men, and a magnificent harbor. Southsea is a summer resort with a delightful climate and many attractions. Landport is a sort of suburb of Portsmouth, chiefly inhabited by the families of dockyard and other workers. In this chain of towns the grocery firm of Wm. Pink & Sons has seven branches.

### WHAT \$5,000 A YEAR BUYS.

W. Pink & Sons are an old-established concern, having begun with a single shop in 1858. The most wonderful thing about this business, however, is the productiveness of a quite small advertising expenditure, and the way in which the numerous complications are taken care of. The advertising appropriation does not exceed \$5,000 a year. It buys signs on street cars to a small extent, provides for a letter and follow-up

system, distributes samples, pays the cost of a monthly house organ, "Pink's Pictorial," and still has money left for a little newspaper advertising. There is practically only one newspaper available—a one-cent evening paper. The advertising is supplemented by a system of house to house solicitation charged as organization, and combined with collection of orders from customers. All the branches are on the telephone, and have private wire connection with headquarters.

### THE HOUSE ORGAN.

The house organ has now been run for a year as a quarto sheet of sixteen pages, size 11 inches by 8. Sometimes they get out a special issue with more pages. It is well edited and full of matter of local interest. A feature of it is the work of a household expert, who writes somewhat in the way of "According to Miss Parloa" in the *Ladies' Home Journal*. It is illustrated copiously with half-tones, and a copy of it is put monthly into every house in the district covered by the firm's deliveries. It runs to 45,000 copies an issue, and carries a large amount of paid advertising, which helps the cost, and will eventually make the *Pictorial* self-supporting. This advertising is gladly given by manufacturers of proprietary goods, and undoubtedly pays them well. It is in quite a different category from the advertising solicited by retailers in the usual way for price lists, catalogues, etc. Such advertising is always given grudgingly, and probably does not return any profit, whereas in a house organ like this space is a straight advertising proposition, and well worth the price.

From the beginning of the present year the *Pictorial* has been altered. It now contains thirty-two pages, size 8 by 6 inches, and is printed on white paper, instead of on pink, as formerly.

### DEMONSTRATING AND SAMPLING.

Supplementing other forms of advertising, demonstrations are a frequent feature of the business, and Mr. Frank Pink, the advertising manager, told me that they al-

ways increase the sale of the goods demonstrated, provided they are backed by newspaper advertising and by advertising in the house organ. They are not permitted without discrimination. The firm is very scrupulous about what it handles.

Similarly with samples: They are always on the look out for a sample scheme. If a manufacturer will put up the samples, the firm will always distribute them to their customers with a letter. But the product is submitted to a rigid test. Unless it makes good, the samples go back to the manufacturer. The consequence is that

The firm has its own proprietaries, as well, and has registered the trade-mark "Omega" for most of the food products handled. Omega Rolled Oats has a big sale.

#### BOOMING A PROPRIETARY.

Once an offer in the local newspaper of a full pound package free (ordinary price, four cents) got rid of two tons of the oats. The offer of the package was coupled with the requirement that a coupon from the paper should be presented. The effect was a tremendous rush on the paper for that night, and an increase in its circulation. The newsboys in many instances got two cents for the paper instead of one cent, so great was the competition for copies carrying the coupon. This is one of many special schemes that have been used. They give better results than could be got by many people, because the firm has always made quality a test, in the popular-class branches, as well as in the others. The whole spirit of the advertising end of the business is that it is no good advertising anything, either of your own or anyone else's, unless it makes good.

#### HANDLING KICKERS.

Of course, in any retail business the "kicker" is an element which has to be provided for. It is no easy task to deal with him or her. "Her" is more numerous than "him," because women, having greater moral courage than men, are less readily pacified. Pink & Sons do their best with this problem, but admit that it is not easy. I do not know that their method is very individual. Anything in the nature of a complaint is cheerfully met, and all the branch managers are instructed to satisfy customers, reasonable and unreasonable alike. It is difficult to drill this into the minds of employees, but great efforts are made to bring it home to their intelligence. There is contemplated the institution of a department of adjustments at the head office, where a tactful person will hear all complaints, and clean them up. It is said that the greatest number of complaints and the most unreasonable come

**A** SPRIG of real Irish Shamrock will be given to you free if you are a customer at PINKS' STORES to-morrow—St. Patrick's Day.

Their special show of Irish goods will remind you that Ireland can supply many of your needs.

PINKS' Bacon is Irish—and nowhere can you get better.

PINKS' STORES, Portsmouth and Emsworth.

**P**INKS sell Irish Butter at a shilling a pound because it is the best they can get for that price.

Being well made, it keeps well, and being free from added water, it is economical.

By buying it you get the best butter in the district, and help an Irish industry too.

On Wednesday, St. Patrick's Day, a sprig of Shamrock will be given free to every customer.

PINKS' STORES, Portsmouth and Emsworth.

the firm has a good name among the townspeople for pushing goods that are interesting and desirable, and the favor of being backed in Portsmouth by Pink & Sons is coveted by the discriminating. The firm's letter accompanying the sample is often tied up to the house organ. They put in the letter the opinion of Miss Morven, the household expert referred to, and the manufacturer takes space in the house organ to announce the demonstration. Among American products which have been thus demonstrated are Armour's Beef Extract, Libby's Products, Quaker Oats and the "57 Varieties" of Heinz.

All sorts of advertising specialties are handled that come within the scope of the firm's business, and substitution is not practised.

# *Dead Salesmen*

¶ Imitation typewritten form letters are expensive economy.

¶ They lack dignity, personality, power.

¶ They cheapen all argument.

¶ They do not convince.

¶ They are *dead salesmen*.

We produce on the Type-writer Press typewritten letters having the spirit of genuineness, the personal touch. They sell things. The traveling expense is the same.

*May we send you specimens?*

**American Letter  
Company**

**64 Fulton St.      New York**

The above advertisement, which was written by P. P. Mason, of Boston, Mass., received the largest number of votes of any copy submitted for the ad contest, which closed May 31st, and has been awarded the prize of \$50.00.

from the wealthiest people. A well-dressed woman will more often try to take you down than a poor one. Complaints from the poor are generally reasonable, but these are precisely the difficult ones to get hold of. Employees do not like to report complaints, and try to stand them off. One should try, Mr. Pink said, to have as few complaints as possible, but every kick that is handled right is a business bringer.

#### MONEY BACK WITHOUT QUESTION.

Sometimes a complaint refers to something that is weeks or months old. On the very day that I was down there, the 25th of January, a complaint was adjusted about a Christmas goose. An old man grumbled, in buying something, that he had bought a goose at Christmas and that it was a bad one. He had not been able (he said) to eat it. This man was asked for no proof. No attempt was made to justify the goods. His bill was looked up and his word accepted on the instant, and, greatly surprised, he got his money back. It is safe to believe that he will do free advertising for Pink & Sons from now to the day of his death, and the best sort of advertising, too. It cost just two dollars to buy it.

#### THE SYSTEM USED.

In a less perfectly organized concern, it would be difficult to handle complaints like this. The complainant here would have to be asked for his bill. Most likely he would have lost it. But at Pink & Sons, every parcel of goods that is sent out has a record. The duplicate of every counter bill goes up to the head office, and finds its place in the vertical filing system. Periodically the current files are relieved of their contents, and these are stowed between cards (not in folders, which crumple), and every section in the current files has its corresponding place in the reserve files. It is just as easy to trace ten cents' worth of cheese bought a year ago as it is to trace a \$5 parcel sold yesterday. Most wonderful of all, the amount of space occupied is quite moderate. The

files in reserve are kept in a room used for nothing else. Consequently, instead of the old records being a mass of dust, uncomfortable to handle, avoided by everyone who can find an excuse not to touch them, the old duplicates are just as clean as if they were written yesterday.

ONE OF THE FIRM A GENIUS.

This system is due to the advertising manager, Mr. Frank Pink, who has a sort of genius for commercial mechanics. He has invented, among other things, what is easily the best loose-leaf ledger on our market—the "Effpee Ledger," sold by Petty & Sons, of Reading, on royalty. The American patent is for sale. Its characteristic is the perfect ease with which leaves can be taken out and in, once it is unlocked. The leaves are held by loose ended leather thongs instead of by thongs or posts attached to both covers, and this arrangement permits of the top cover being lifted right off. As well as loose-leaf ledgers, Burroughs' and Wale's calculating machines are installed, and pay 50 per cent per annum upon their capital value in the labor that they save. The firm has used a pneumatic cash tube arrangement for its larger branches, the pneumatic machinery being designed by Mr. Pink with a saving both in installation and power compared with the ready-made article; but these things are being taken out one by one in favor of the latest pattern National Cash Registers. When it is added that the firm has its own vertical filing system produced at a lower cost than the standard American systems, and superior to them in handiness, I think enough has been said to show that it is an office organization a good deal out of the common, and the details of the business and the advertising by which it is supported will be seen to have deserved consideration.

THOMAS RUSSELL.

The San Francisco *Evening Post* has been bought by the owners of the *Evening Globe*. It is said that the two plants will be merged and the combined papers will appear as the *Globe and Post*.

## In Des Moines (Ia.)

Do you realize that The Register and Leader and The Evening Tribune have more regular paid carrier subscribers in the city than the Capital and the News combined?

Eighty-five per cent of the English reading families in Des Moines are regular subscribers to either The Register and Leader or The Evening Tribune—5,000 of these families are exclusive subscribers of The Register and Leader and The Evening Tribune.

## HOW TO ADVERTISE ADVERTISING

BY  
Alfred Stephen Bryan

One Hundred Advertisements prepared for the use of—  
Newspaper and Magazine Publishers. Advertising Agents. Advertising Solicitors. Trade and Class Papers. —  
Printers and all those engaged in spreading the Creed of Publicity.

PRICE  
FIVE DOLLARS

TYPED AND PUBLISHED  
SHERMAN & BRYAN

in the Knickerbocker Building at number  
Seventy-Nine Fifth Avenue in the City of New York

Now on the press. Edition limited to 500 copies. Sent postpaid by the publishers on receipt of price

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. BENSON, Ltd., Kingway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10*s.*; 6*m.*, 5*s.* Postage, 2*s. 6d.* per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager. St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Te. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDRICK, Managing Editor

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New York, June 16, 1909.

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**American Invasion of Canada** A recent investigation made by the *Toronto Globe* revealed that since last July (less than one year ago) no less than thirty manufacturing plants have been located in Canada as branches of United States industries. Equally interesting and significant is the fact that on one street in Toronto—Yonge street—within the past three years branch stores of the following American houses have been located within a distance of two hundred yards: Huyle's Confectionery, Butterick's Patterns, Singer Sewing Machines, Boston Shoes and Regal Shoes.

"There can be no question," says the publisher of the *Globe*, "as to the fact that to-day as never before in Canada's history, live, aggressive business houses of the United States are bidding for the trade of Canadians. The near future is likely to see even a much greater development of this branch-store or branch-factory idea. The eye of the shrewd Yan-

kee is only beginning to turn Canadianwards."

All this being the case, and there seems to be no room for doubt, judging from the results of the investigation given above, it would be a good idea for Canadian newspapers to get after American advertising in an intelligent and systematic manner. At the present time the manufacturer on this side of the line is very hazy in his ideas as to Canadian mediums, and the time is ripe for a campaign of education that will enlighten him.

The good mediums of Canada should lose no time in placing their claims to recognition before American manufacturers. As a suggestion of the proper way to do it, PRINTERS' INK refers Canadian publishers to its advertising pages, where they will learn the method adopted by their American brethren.

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**Department of Review of Printed Matter** Recognizing the fact that all alert advertisers and advertising men are anxious to keep up with the times in every branch of publicity, PRINTERS' INK will establish a new department for the review of booklets, catalogues, etc. This department will be conducted without fear or favor, praising or criticising as the case seems, in PRINTERS' INK's judgment, to require. There will be comment on the typography, arrangement, illustration and general effectiveness of all kinds of printed matter; also reproductions of cover designs, title pages, type pages and illustrations.

This department will add still more to the value of PRINTERS' INK as a practical exponent of advertising. It will afford advertising men, who at present have no way of learning about the best printed matter as it appears, the opportunity to keep posted on the latest wrinkles in printing; and it will thus be of vast assistance to them in their work.

Every reader of PRINTERS' INK is urged to send in anything in the line of printed matter which seems

worthy of attention for any reason. It makes no difference whether you are the author or publisher of the specimens you submit—just mail us whatever you run across that looks particularly good or bad to you, and PRINTERS' INK will give it impartial consideration.

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### **The Craze for Stippling Black Cuts**

It is undoubtedly true that very heavy black lettering and positive plates are apt to detract from the artistic appearance of a magazine page. For this reason magazines which have a high standard of typography and make-up are justified in resorting to stippling in order to maintain this standard. But on what grounds a daily newspaper is justified in enforcing a stippling rule is beyond the comprehension of PRINTERS' INK.

In the very nature of things, it is practically impossible to make a newspaper page artistic. It can be made attractive—but black and white contrasts certainly do not interfere with attractiveness. In fact, without these contrasts a large newspaper page becomes simply a gray mass.

Considering these points, this question is pertinent: Why does any newspaper insist on detracting from an ad's attention value by stippling the black letters and cuts?

The New York *Times* is a typical offender in this respect. The *Times* has an excellent make-up—probably the most intelligent make-up of any newspaper in America, and one that ought to be followed by others. But the *Times* insists on stippling. Further, it doesn't stipple intelligently. When the *Saturday Evening Post* stippled it generally improves the appearance of an ad by exercising judgment, care and skill. When the *Times* stippled the results are generally disastrous to the unfortunate advertisement.

PRINTERS' INK suggests that all newspapers with the stippling habit, if they just can't give it up, should study the methods used by the Curtis Publishing Company in

performing this operation on black letters and cuts. Such a course is only fair to advertisers who use these newspapers.

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### **Philadelphia Comes to New York**

Gimbels Brothers, the famous Philadelphia department-store firm, to New York is a matter of more than local interest, and advertising men in various parts of the country are watching to see what happens. It is the prevailing idea that the firm proposes to "shake up" the department-store situation in the metropolis. However this may be, there promises to be some interesting developments. Let us hope that there will also be some new life and ideas injected into department-store advertising. The first gun in the Gimbels New York campaign has already been fired. It didn't make a very loud report, but it was only a small gun. It was merely the use of the boards surrounding the site of the new store to make several announcements, among which is the following:

"Gimbels Square is to hold the largest building in New York devoted to retail trade. We have unbounded faith in your appreciation of the store we are preparing."

It will be noted that an attempt is being made to re-name the site of the store in order to tie it up to the name of Gimbels. There is doubtless considerable advertising value in such an idea.

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### **A Little Lesson in Persistence**

A whole lot has been written about the value of persistence in advertising, yet it is doubtful if the average advertiser actually realizes its full importance. Without going into a theoretical discussion of this subject, PRINTERS' INK will here merely cite two concrete examples which give emphasis to the idea.

It is generally admitted by advertising men that some of the Onyx Hosiery advertising has been very bad—in fact, some of it

has been more or less ridiculous. But in spite of this Onyx is to-day the best-known high-class hosiery on the market. Presumably, the value of the Onyx trade-mark is many times greater than all the money which has been spent in advertising the brand. The point is right here: although this hosiery has not had the best advertising, nevertheless by *persistence*—by pounding away—the makers have succeeded in getting results.

Now, compare Onyx Hosiery with Gordon Dye. Seven or eight years ago Gordon Dye was being very well advertised. It started in a limited way, kept at it for two or three years, then simply stopped. The result is that to-day the average consumer never thinks of Gordon Dye unless a dealer hands it out.

In other words, Lord & Taylor *persisted*, while Brown, Durrell & Co. didn't, and Onyx Hosiery is now famous, while Gordon Dye is forgotten.

This little lesson, based on actual facts, is worthy of serious consideration by manufacturers.

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**Advertising  
Value of the  
House Organ** On another page of this issue the editor of a house organ presents a number of arguments in favor of the value of house organs.

It has been demonstrated frequently by actual experience that profitable results can be obtained from an intelligently conducted house organ. On the other hand, the idea has been adopted by many other manufacturers only to find that it did not work out satisfactorily. The fact seems to be that house organs do not dovetail into the conditions of all lines of business. Whether it can be profitably conducted depends largely upon the methods and system employed by the firm in operating its business; also upon the nature of the business and the class of people it is necessary to reach.

PRINTERS' INK believes that hundreds of manufacturers are interested in the house-organ problem, and it proposes to take the matter up for early discussion in a thoroughly practical way. To this

end PRINTERS' INK invites its readers to send in copies of house organs and full information regarding them—how they have been used, the results obtained from them, whether they have been successes or failures, and any other facts connected with them which will help to throw light on the actual value of the house organ as an advertisement.

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**"If Not  
Wanted Don't  
Answer"** Some advertisers make it a rule to answer all letters of solicitation.

The principle upon which they act is that courtesy demands that every business communication deserves some kind of a reply. The majority of advertisers, however, exercise discrimination and do not reply to general soliciting letters unless there is a special reason for doing so. Geo. P. Rowell used to send out many circulars printed across the top in gothic letters: "If not wanted, don't answer." He used to say that nothing made him so tired as to receive a three-page letter giving all the reasons why his proposition could not be accepted in great elaboration.

A very large proportion of the soliciting letters received by prominent advertisers comes from committees of ladies who are engaged in promoting some charity and want an advertisement for a program. One advertiser has a theory that it is bad business to reply to such letters where the answer must be in the negative. The refusal is apt to be read aloud before the entire committee of ladies attended by such comments as: "I think Smith, Jones & Co. are just too mean for anything," "I'll never buy their goods again as long as I live," etc. The firm that keeps silence at least doesn't get pilloried.

All things considered, the rules of courtesy in replying to business communications do not seem to apply in cases where it is evident that soliciting letters are being sent out *en bloc* to a large list. Silence is a polite way of saying "no" and at least hurts nobody's feelings.

# Advertiser's Cyclopedi of Selling Phrases

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A collection of successful trade pulling advertisements on every business subject as used by the most progressive merchants and the most experienced advertisement writers

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*1,500 pages* of business-building material produced by the greatest advertising men of the day.

There isn't a line of theory or essayism in the whole book—nothing but phrases, sentences and advertisements which have proved effective in selling goods and building business.

Whether you're a manufacturer, a merchant, a banker, a real estate agent, a professional man, or an advertising writer, you'll find this Cyclopedi of actual money-making value to you—a necessary part of your business equipment.

Practically every article that is advertised is completely covered from every angle—wholesale or retail—sold over the counter or by mail.

Whatever you want to sell, simply refer to the index, turn to the pages on your class of goods, pick out from the vast assortment of selling phrases those that fit your case—and your advertisement is practically written. Moreover, you know that it's a *result-producing* advertisement, because the phrases you select have already proved their effectiveness by actually producing results.

The ADVERTISER'S CYCLOPEDIA saves time and energy and makes ad-writing easy.

Not only do the selling phrases convincingly describe the goods and present their merits, but they also include sentences on economical buying, on the advantages of buying for cash, on the convenience of credit accounts—in fact, nothing is omitted that can be of real service to anyone who writes an advertisement.

The book is printed in clear, legible type on good, heavy paper, and is durably bound in full leather. Price, \$15 a copy. Sent "on approval" to all responsible parties, by pre-paid express.

**The Advertiser's Cyclopedi Co.**  
111 BROADWAY :: :: :: NEW YORK

## MONTHLY NEWSPAPER ADVERTISING SUMMARY.

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Interest in PRINTERS' INK's new feature—the monthly summary of newspaper advertising figures—is widespread. After the first summary appeared in the issue of May 19, hundreds of letters from publishers in every part of the country were received; and while all these letters, without exception, commended the idea, there were a few "kicks" on account of alleged inaccuracies and omissions. These were expected. The collection of the summary is a large undertaking, and until that end of it gets to running smoothly it will be impossible to make the department either as complete or as accurate as is desired. This month's summary, although containing fifty per cent. more papers than the first one, is not yet complete. It will be made more extensive each month, however, until the country is thoroughly covered.

The figures show the display advertising carried during May. "Classified" advertising is not included:

Seattle Times.....	1,100,274
Kansas City Star.....	908,001
Los Angeles Times.....	887,700
Brooklyn Eagle.....	877,469
New York World.....	841,945
New York Herald.....	811,067
Wilkes-Barre Record*.....	709,910
New York Times.....	648,394
New York American.....	608,484
St. Louis Post-Dispatch.....	600,040
Minneapolis Journal.....	589,232
Chicago Tribune.....	578,706
Newark Evening News.....	565,043
Los Angeles Evening Express*.....	555,324
Los Angeles Examiner.....	546,630
Buffalo Commercial*.....	544,124
San Francisco Examiner.....	532,714
Chicago News*.....	528,795
Memphis Commercial-Appeal.....	521,220
Seattle Post-Intelligencer.....	505,624
Atlanta Journal.....	496,544
Scranton Times*.....	494,452
Rochester Democrat & Chron. Cleveland Press*.....	486,153
Philadelphia Record.....	485,618
Toledo Blade.....	488,254
New York Telegram*.....	453,593
Denver Post.....	451,060
Boston Transcript*.....	442,356
New York Evening Journal*.....	435,820
Washington (D. C.) Times*.....	430,839
New York Evening World*.....	420,425
Philadelphia North American Grand Rapids Evening Press*.....	407,735
Milwaukee Journal*.....	405,874
Boston Post.....	402,024
Buffalo Times.....	399,776
Johnstown Tribune*.....	394,464
Omaha Bee.....	393,946
	393,792

New Orleans Item*.....	393,302
Louisville Times*.....	385,749
Chicago Record-Herald.....	378,352
New York Sun.....	375,218
Dayton News*.....	374,234
Chicago Examiner.....	369,057
Buffalo Express*.....	363,600
Cincinnati Times-Star*.....	356,713
St. Louis Times.....	331,000
Worcester Evening Gazette*.....	324,814
Richmond Times-Despatch.....	322,560
New York Mail*.....	321,588
Springfield (O.) News.....	318,087
Nashville Banner*.....	308,066
New York Globe.....	305,748
Des Moines Capital.....	305,214
Milwaukee Evening Wisconsin*.....	299,766
Chicago American*.....	287,631
Jersey City Evening Journal.....	287,340
Des Moines Register & Leader.....	284,018
Topeka Capital.....	283,696
Philadelphia Press.....	283,590
St. Joseph News-Press*.....	269,122
Scranton Tribune*.....	267,624
Chicago Journal*.....	265,455
Richmond News*.....	252,168
New York Evening Post*.....	251,482
New York Tribune.....	245,244
Albany Evening Journal*.....	242,025
New York Press.....	241,002
Fall River Daily Herald*.....	238,182
Syracuse Journal*.....	233,534
Albany Times-Union*.....	227,794
Chicago Inter-Ocean.....	227,617
New York Evening Sun*.....	215,080
Chi. Abendpost & Sonntags Post.....	214,005
Minneapolis Daily News*.....	207,004
Columbus Press-Post*.....	194,030
Chicago Post*.....	183,927
Philadelphia Telegraph*.....	160,130
Hartford Sunday Globe*.....	146,832
Philadelphia Evening Times.....	127,260
Scranton Sunday Scrantonian*.....	117,684
Brooklyn Citizen.....	105,000
Wilkesbarre Times-Leader.....	95,852
Des Moines Tribune*.....	89,152

\* 6 issues per week.

\*\* Sunday only.

An error occurred in the tabulation of the total volume of lines carried by the magazines which appeared in PRINTERS' INK for May 12th. *McColly's* magazine was credited with 11,243 agate lines, whereas the actual total, exclusive of the publishers' own advertising, was 12,966 agate lines.

◆◆◆

Harry Webb, Dayton, Ohio, states that he is placing business amounting to nearly a quarter of a million dollars for the following concerns: W. H. Pecke, New York; Hotel Metropole, Chicago; Cooper Medicine Co., Mines Development Co., Metalware Mfg. Co., Forshee Mfg. Co., Vionana Fruit Products Co., Phillips & Co., all of Dayton.

◆◆◆

C. R. Bowers, formerly of *Good Housekeeping*, is now connected with the western office of the Street Railways Advertising Company, First National Bank Building, Chicago. The western force now includes Wm. H. Rankin, western advertising manager; M. F. Reddington, Harvey Conover, E. I. Wood and C. B. Bowers.

# QUEEN of MAY

In May, 1909, The New York Times, daily and Sunday, led every other New York morning and evening newspaper in advertising gains. Its total gain in advertising over May, 1908, was 122,492 agate lines, a greater gain than the combined gains of all the other New York morning newspapers. The gain of the next morning newspaper on the list was 65,478 agate lines.

In real estate, dry goods, book, financial, transportation and other leading classifications, The New York Times made notable advancement. It is the only New York newspaper which increased in automobile advertising.

The total advertising gains of the five leading New York morning newspapers for the first five months of 1909 were as follows:

	<i>Agate Lines</i>
<b>The New York Times</b> . . . . .	<b>582,415 gain</b>
Second morning newspaper.....	424,990 gain
Third morning newspaper.....	376,581 gain
Fourth morning newspaper.....	371,588 gain
Fifth morning newspaper.....	190,185 gain

The daily circulation of The Times exceeds 175,000 copies and its city sale is greater than the combined city sales of the three other New York morning newspapers popularly ranked with it as to quality of circulation.

Character and volume of circulation considered—The New York Times is the greatest advertising proposition in the world. It reaches a greater number of those with the means and the inclination to buy the best than any other American daily newspaper.

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## **THE NEW YORK TIMES**

**"All the News That's Fit to Print"**



## NEWS NOTES.

The eleventh annual convention of the National Association of Managers of Newspaper Circulation will be held in the Hotel Hollenden, Cleveland, on June 22d, 23d and 24th.

There will be a large number of addresses delivered by experts in the circulation field on this important part of newspaper making. All papers, however, will be limited to about five minutes, which will allow more time for discussion, and permit the members to receive the views and experience of other members.

Among the speakers who are booked for the occasion are Chas. Newman, of the Brooklyn *Eagle*; John B. Simmons, of the Atlanta *Journal*; J. Taylor, of the Montreal *Herald*; M. S. Scholz, of the Philadelphia *Press*; D. C. Sykes, of the New York *World*; W. T. Adair, of the Chicago *Tribune*; G. B. Munday, of the Philadelphia *Enquirer*; J. F. Broadfoot, of the Washington *Post*.

On July 13th the Los Angeles *Examiner* will issue a Special Souvenir Number of from 50 to 100 pages in size, commemorating the convention of the Elks, which will be held in that city during the week beginning July 12th.

The Souvenir Edition will contain information concerning every Elks' lodge in the country, with pictures of Elks' officials and delegates to the convention.

The Florida *Times Union* recently issued a "Progress and Prosperity" edition, which makes an extremely creditable showing. It is filled with readable articles, showing the favorable business conditions in its territory, and with a large number of advertisers.

The business department of the *Times Union* was responsible for this edition from start to finish.

That newsy paper for newspaper men, *The Fourth Estate*, continues to occupy its field, to the satisfaction of all concerned.

We don't exactly see how any live newspaper man can get along without this publication. Both the reading and advertising columns of every issue contain just such information as is of value to him.

The Ester-Wright-Estey Company of Utica, capital \$100,000, to engage in advertising, has been incorporated. The directors are William Henry Ester, Benjamin H. Wright, and Chas. L. Estey of Utica.

## Lincoln Freie Presse

German Weekly

LINCOLN,

NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 142,440

RATE 35 CENTS

## Good Sales in Summer!

Owing to its beautiful island-dotted harbor,

## PORTLAND, Maine

has a large "summer visitor" population that helps to make the summer months the liveliest selling months in the year. The

## EVENING EXPRESS

with complete general news, and special summer colony news and distribution serves the summer contingent as well as the local population. For advertisers it

## Pulls trade all the year!

Largest circulation in Maine.

N. B.—Our Sunday Edition, the SUNDAY TELEGRAM, has the largest circulation of any Sunday paper in Maine.

JULIUS MATHEWS,  
Representative.

## A Big Section

of the Northwest will not be reached in an advertising campaign which does not include

## WALLA WALLA WASHINGTON

Walla Walla is more than two hundred miles from either Spokane, Portland, Seattle or Salt Lake City. It is the largest city, by far, in this territory, and is the news and advertising center, as well as Commercial Center—wholesale and retail. Look at a map. Walla Walla is in the Southeastern part of the state of Washington.

The papers are:

Morning Union  
Evening Statesman  
Sunday Union-Statesman

WALLA WALLA, WASH.

# COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

The copy of the Levinger Bed advertisement reproduced here is excellent. It tells the story simply but effectively and if it were not for the illustration this would be a most commendable ad.

The appliance advertised is evidently something which makes it possible to raise the head of a mattress to any desired angle, but the picture, while it shows the entire bed, a chair, and considerable

The man who planned this Stevens advertisement did not try to set the Schuylkill River on fire or to show his almost superhuman cleverness—he simply endeavored to make an advertisement that would attract attention, tell a story, and sell goods.

The fact that he succeeded is a sufficient reason for reproducing the advertisement and giving him a word of appreciation.



**Y**OU can be comfortable sitting up in bed.

Our appliance lifts the head of the mattress to any angle; no pile of pillows to slip out of place; smooth and comfortable as the bed when flat. Easily and quickly adjusted; a small child can raise the head and shoulders of an adult.

For reading in bed.  
For convalescence.  
For Hay Fever victims.

For eating in bed.  
For Asthma sufferers  
For metal beds only

A comfort to the well; a necessity for the sick; salvation for those whose breathing is difficult.

The Levinger Mfg Co  
Room 584, 280 Dearborn St.

Chicago

NO. 1.

floor space and wall, gives no idea as to how the device works or what it looks like. There is too much room and bed and not enough advertising in this picture.

The illustration marked No. 2 corrects these defects as much as possible—the nature of the appliance cannot be shown because there is no way to figure out what it is or how it works.



NO. 2.

Continental Tires are undoubtedly good enough to warrant their being advertised in full page spaces in expensive magazines, but if a man who was thinking of buying tires should see a tire coming down the road at a rate of about forty miles an hour and bearing a long-haired lady with little on except her hair, he would probably flee to the woods and look around

him with alarm if he ever heard the name of Continental Tires again.

A picture for the picture's sake is often permissible, but there is no excuse for a picture in an advertisement that will not do something to help sell the goods.

This remarkable illustration would be sure to attract attention almost anywhere, but it does not exert the character of influence

## LAS ARMAS DE FUEGO "STEVENS"



Ud. podrá pagar más, pero no adquirir cosa mejor, por doble dinero, que la escopeta de dos cañones

**"STEVENS"**

con martillo ó sin él. Ni un rifle mejor, a cualquier precio, que nuestro nuevo rifle de repetición para Galería de Tiro al Banco No. 80.

Solicite nuestro catálogo gratis de 160 páginas con descripciones completas de nuestras Escopetas, Rifles y Pistolas. Envíe 5 centavos en sellos para el franquicio y se lo remitiremos gratis. Insista en "Stevens". Si su comerciante no puede surtirle, digánselo.

J. STEVENS,  
Arms & Tool Company,  
530 FRONT STREET,  
Chicopee Falls, Mass.  
E. U. A.

which is essential to a good advertisement.

\* \* \*

Some of the advertising which is done for tooth powder and dentifrices in general is made especially attractive by the use of pretty women and this may have been the intention when this magazine ad for Arnica Tooth Soap was invented.

The intention is better than the result. The picture of the article advertised is indistinct and unattractive, and the lady is in the dark to such an extent that it is

"KEEP YOUR EYE ON CONTINENTALS"

# Continental

**Ready-Flated Tires**

"GOOD TIRES AND GOOD CARS GO TOGETHER"

Carry Your	Continental
Tires	Flat Tread
ReadyFlated	T. C.
on	Tires
Spare Rims	#America's
—	Best
Make	Pneumatic*
Motoring	—
—	Outwear
a	All Others
Please	—

The combination of Continental diamonded tread tires with Continental tread (T. C.) tires is the most durable combination ever made and can be used in all types of cars. Use Continental tires and have not by experience failed to surpass every other tire. We can prove this to you. Write or wire us for our detailed brochure entitled "Continents".

**CONTINENTAL CAOUTCHOUC CO.**  
Home Office: 1788-90 BROADWAY, NEW YORK  
FACTORY: OGLEDA, MASS.

Branches: Boston, Chicago, Cleveland, Detroit, Fort Worth, Kansas City, Los Angeles, New Orleans, New York, Philadelphia, St. Louis, San Francisco, Seattle, Toledo, Wichita, and many smaller cities.

Send \_\_\_\_\_

impossible to say whether the use of Arnica Tooth Soap has proved satisfactory to her or whether she is otherwise a person of superior attractions.

This same idea or some form of arrangement can be handled in a manner which would be attractive and dainty.

## ARNICA TOOTH SOAP

**Strong's Arnica Tooth Soap**

Antiseptic, preserves while it beautifies; strengthens the bones; protects the gums—whitens the teeth.

The metal package is covered with a foil seal; the house—no liquid or powder to open waste.

**25c Druggists**

Keeps the skin soft and smooth—nothing better for chaps, pimples, and acne. Price paid for 25 cents.

Guaranteed under the Food and Drugs Act.  
June 30, 1906; Serial No. 1612.

C. H. STRONG & CO., Chicago, U. S. A.

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Anniston, Evening Star.** Quantity and quality circulation; leading want ad. medium.

**Birmingham, Ledger, dy.** Average for 1908, **19,270**. Best advertising medium in Alabama.

**Montgomery, Journal, dy.** Aver. 1908, **9,733**, The afternoon home newspaper of its city.

## ARIZONA

**Phoenix, Republican.** Daily aver. 1908, **6,551**. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## CALIFORNIA

**Sacramento, Union, daily.** The quality medium of interior California.

## COLORADO

**Denver, Post,** has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, **55,467**.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Director, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

**Bridgeport, Morning Telegram, daily** average for Jan., 1909, sworn, **12,557**. You can cover Bridgeport by using **Telegram only**. Rate 1½c. per line flat.

**Meriden, Journal, evening.** Actual average for 1907, **7,623**; average for 1908, **7,726**.

**Meriden, Morning Record and Republican.** Daily aver. 1906, **7,672**; 1907, **7,769**; 1908, **7,729**.

**New Haven, Evening Register, daily.** Annual sworn average for 1908, **10,364**; Sunday, **12,667**.

**New Haven, Leader, 1907, 5,727.** Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

**New Haven, Palladium, dy.** Aver. '06, **9,549**; 1907, **9,570**.

**New Haven, Union.** Average 1908, **16,326**; E. Katz, Special Agent, N. Y.

**New London, Day, ev'g.** Aver. 1906, **6,104**; for 1907, **6,047**; for 1908, **6,759**.

**Norwalk, Evening Hour.** Average circulation exceeds **3,450**. Sworn statement furnished.

**Waterbury, Republican.** Average for 1908, Daily, **6,320**; Sunday, **6,243**.

## DISTRICT OF COLUMBIA

**Washington, Evening Star, daily and Sunday.** Daily average for 1908, **36,762** (D. O.).

## FLORIDA

**Jacksonville, Metropolis.** Dy. av. Mar., 1909, **12,910**. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union.** May dy **17,740**; Sun **10,306**. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## GEORGIA

**La Fayette, Messenger.** Weekly. Average circulation, 1908, **2,541**.

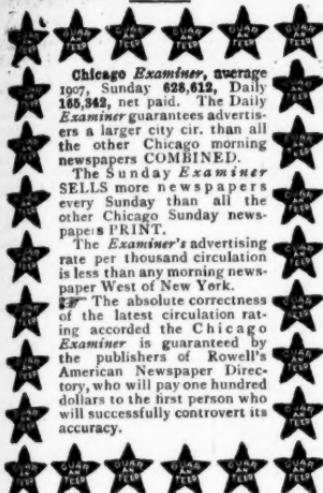
## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Champaign, News.** Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, Breeder's Gazette, weekly.** \$2. Average for 19-8, **74,942**.

**Chicago, Dental Review**, monthly. Actual average for 1907, \$1,018; for 1908, \$1,097.



**Chicago, Record-Herald**. Average 1908, daily net paid exceeding, \$141,000; Sunday net paid exceeding, \$197,000. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Joliet, Herald**, evening and Sunday morning. Average for 1908, \$6,808.

**Libertyville, Business Philosopher**, mo.; mercantile. Av. 1908, \$16,608. A. F. Sheldon, Ed.

**Peoria, Evening Star**. Circulation for 1908, \$9,911.

#### INDIANA

**Evansville, Journal-News**. Av. 1907, \$15,183. Sundays over \$18,000. E. Katz, S. A., N. Y.

**Notre Dame, The Ave Maria**, Catholic weekly. Actual net average for 1907, \$26,112.

**Princeton, Clarion-News**, daily and weekly. Daily average 1907, \$1,877; weekly, \$2,641.

**South Bend, Tribune**. Sworn average year sending Dec. 31, '08, \$9,329. Best in No. Indiana.

#### IOWA

**Burlington, Hawk-Eye**, daily. Average 1908, \$9,139. "All paid in advance."

**Davenport, Times**. Daily aver. May, \$16,824. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Capital**, daily. Lafayette Young, Publisher. Circulation for 1908, \$2,931. Rate 70 cents per inch, flat. If you are after business in Iowa, the Capital will get it for you. First in everything.

**Dubuque, Times-Journal**, morning and eve. Daily average, 1908, 12,664; Sunday, 14,731.

**Washington, Eve. Journal**. Only daily in county. 1,900 subscribers. All good people.

#### KANSAS

**Hutchinson, News**. Daily 1907, \$6,670; 1908, \$8,336. E. Katz, Special Agent, N. Y.

#### KENTUCKY

**Harrodsburg, Democrat**. W. Av. '08, \$3,370. Largest and best paper in Central Kentucky.

**Lexington, Herald**. D. av. '08, 7,194. Sunday, 8,255. Week day, 7,006. Com. rates with Gazette.

**Lexington, Leader**. Av. '07, evening, \$3,390. Sun. 7,102; for '08, eve'g, \$4,446. Sun, \$6,878. E. Katz.

**Louisville, The Times**, evening daily, average for 1908 net paid \$3,940.

#### MAINE

**Augusta, Comfort**, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,433.

**Augusta, Kennebec Journal**, daily average 1908, \$8,826. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1908, daily 10,070; weekly, \$8,727.

**Phillips, Maine Woods**, weekly. J. W. Brackett Co. Average for 1908, \$7,977.

**Portland, Evening Express**. Average for 1908, daily 14,461. Sunday Telegram, 10,001.

#### MARYLAND

**Baltimore, American**. Daily average for 1908, 74,702; Sunday, \$2,879. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1908, \$4,395. For May, 1909, \$5,681.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

#### MASSACHUSETTS

**Boston, Evening Transcript (Co.)**. Boston's tea table paper. Largest amount of week day ad.

**Boston, Globe**. Average 1908, daily, 176,997. Sunday, \$19,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston Globe printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.

**Boston, Traveler**, Est. 1824. Sworn daily average circulation for April, 1909, \$9,555.

The Traveler is the progressive evening paper of Boston, which is making the largest gains in both circulation and advertising in its field. The character of its circulation and the quality of its readers insure results to advertisers. No questionable medical or financial copy accepted.

**A MARVELOUS MAY**  
**The Boston Sunday Post and**  
**The Boston Daily Post**

MAY, 1908, AVERAGES

BOSTON SUNDAY POST.....	245,475
BOSTON DAILY POST.....	276,013
GAIN of 8,759 Copies per Sunday over January,	
1908, average.	
GAIN of 26,278 Copies per week-day over January,	
1908, average.	

DAY BY DAY

Circulation Statement of the Boston Daily Post and the Boston Sunday Post Day by Day for Month of May, 1908.

	SUNDAY	DAILY
May 1.....	248,851	276,218
May 2.....		271,002
May 3.....		270,661
May 4.....		272,313
May 5.....		273,309
May 6.....		273,444
May 7.....		274,060
May 8.....		274,155
May 9.....		274,481
May 10.....		272,069
May 11.....		273,640
May 12.....		274,972
May 13.....		274,617
May 14.....		275,769
May 15.....		276,056
May 16.....		275,556
May 17.....		276,355
May 18.....		275,369
May 19.....		276,724
May 20.....		277,112
May 21.....		276,548
May 22.....		279,411
May 23.....		278,160
May 24.....		278,428
May 25.....		277,942
May 26.....		278,387
May 27.....		279,466
May 28.....		298,264
Total, DAILY POST, 26 days.....		7,176,342
Total, SUNDAY POST, 5 days.....		1,227,376
Daily Average.....		276,013
Sunday Average.....		245,475

**The Way to Grow Is to Grow**

**Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

**Clinton, Daily Item**, net average circulation for 1908, 3,099.

**Fall River, Globe**. The clean home paper. Best paper. Largest circ. Actual daily av. 1908, 7,473.

**Lawrence, Telegram**, evening, 1908 av. 8,949. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. year 1907, 16,522; 1908, average, 16,396. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

**Salem, Evening News**. Actual daily average for 1908, 18,832.

**Worcester, Gazette**, eve. Aver. first 5 months, 1908, 16,878; Largest evening circulation.

**Worcester, L'Opinion Publique**, daily (©). Paid average for 1908, 3,898.

**MICHIGAN**

**Detroit, Michigan Farmer**. Read by all Michigan farmers. Ask any advertiser. \$0,000.

**Jackson, Patriot**, Average Mar., 1909, daily 10,471, Sunday 11,400. Greatest net circulation

**Saginaw, Courier-Herald**, daily. Only Sunday paper; aver. for 1908, 14,350. Exam. by A.A.A.

**Saginaw, Evening News**, daily. Average for 1908, 19,886; May, 1909, 20,764.

**MINNESOTA**

**Duluth, Evening Herald**. Daily average 1907 23,093. Largest by thousands.

**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,286; for 1907, 103,883.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

**Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 28,981.

**Minneapolis, Journal**, Daily and Sunday (©). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 73,419.

Daily average circulation for May, 1909, evening only, 71,332. Average Sunday circulation for May, 1909, 72,797. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.

**Minneapolis, Svenska Amerikanska Posten**. Swan J. Turnblad, publisher, 1908, 53,341.

**CIRCULATIN'** Minneapolis, Tribune, W. J.

Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1908, was 68,300. The daily Tribune average per issue for the year ending December, 1908, was 90,117.

**MISSISSIPPI**

**Biloxi, Herald**, evening. Average circulation for 1908, 1,095. Largest on Mississippi Coast.

**MISSOURI**

**Joplin, Globe**, daily. Average, 1908, 18,545. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press**. Circulation, 1908, 35,320. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist** (©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 58 Tribune Bldg.

**St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1908, 104,708.

**NEBRASKA**

**Lincoln, Deutsch-Amerikaner Farmer** weekly. 142,380 for year ending Dec. 31, 1908

**Lincoln, Freis Press**, weekly. Average year ending Dec. 31, 1908, 143,440.

## NEW JERSEY

*Camden, Daily Courier.* Actual average for year ending December 31, 1908, **8,870**.

*Jersey City, Evening Journal.* Average for 1908, **26,078**. Last three months 1908, **25,021**.

*Newark, Evening News.* Largest circulation of any newspaper in New Jersey.

*Trenton, Evening Times.* Av. 1908, **18,237**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

## NEW YORK

*Albany, Evening Journal.* Daily average for 1908, **16,930**. It's the leading paper.

*Brooklyn, N. Y., Printers' Ink says* The Standard Union now has the largest circulation in Brooklyn. Daily average for year 1908, **52,386**.

*Buffalo, Courier*, morn. Av. 1907, Sunday, **91,447**, daily, **51,604**; *Advertiser*, evening, **36,570**.

*Buffalo, Evening News.* Daily average for 1908, **54,473**; 1907, **94,643**; 1908, **54,053**.

*Gloversville and Johnstown, N. Y., The Morning Herald.* Daily average for 1908, **8,132**.

*Mount Vernon, Argus*, eve. Daily av. cir. year ending April 30, 1909, **6,817**. Only daily here.

*Newburgh, Daily News*, evening. Average circulation entire year, 1908, **6,229**. Circulates throughout Hudson Valley. Examin'd and certified by A.A.A.

## NEW YORK CITY

*Army and Navy Journal.* Est. 1863. Weekly average, 12 months ending May 31, 1909, **10,884**.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1908, **6,700**.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, **26,022** (OO).

*Leslie's Weekly*, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **189,870** guaranteed.

*The Tea and Coffee Trade Journal.* Average circulation for year ending Dec., 1908, **10,350**. Dec. 1908 issue, **10,000**.

*The World.* Actual aver. for 1907, Mor., **345**; 1908, **409,372**. Sunday, **463,338**.

*Poughkeepsie, Star*, evening. Daily average for first five months 1909, **6,821**; May, **8,343**.

*Rochester, Daily Abendpost.* Largest German circulation in state outside of New York City.

*Schenectady, Gazette*, daily. A. N. Liecty. Actual Average for 1908, **16,760**.

*Syracuse, Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily **34,067**; Sunday, **40,951**.



*Troy, Record.* Average circulation 1908, **20,602**. Only paper in city which has permitted A. A. examination, and made public the report.

*Utica, National Electrical Contractor*, mo. Average for 1908, **2,888**.

*Utica, Press*, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, **15,274**.

## OHIO

*Ashland, Amerikan Sonomat* Finnish. Actual average for 1907, **11,130**.

*Cleveland, Ohio Farmer.* Leads all farm papers in paying advertisers. 100,000.

*Cleveland, Plain Dealer.* Est. 1841. Act. daily and Sunday average 1908, **78,291**, May, 1909, **81,725** daily; Sunday, **102,892**.

*Columbus, Midland Druggist.* The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

*Dayton, Journal.* 1907, actual average, **21,217**.

*Springfield, Farm and Fireside*, over  $\frac{1}{4}$  century leading Nat. agricult'l paper. '08, **463,716**.

*Springfield, Poultry Success*, monthly av., 1908, **32,833**. 2d largest published. Pays advertisers.

*Youngstown, Vindicator.* D'y av., '08, **15,000**; Sy., **10,400**; LaCoste & Maxwell, N.Y. & Chicago.

## OKLAHOMA

*Muskogee, Times-Democrat.* Average 1907, **6,659**; for 1908, **6,659**. E. Katz, Agent, N. Y.

*Oklahoma City, The Oklahoman.* 1908 aver., **26,958**; May, '09, **31,800**. E. Katz, Agent, N. Y.

## OREGON

*Portland, Journal*, has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1908, **30,307**; Feb., for 1909, **31,700**. Benjamin & Kentnor Company, Representatives, New York and Chicago.

*Portland, The Oregonian*, (OO). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. May NET PAID circulation, daily, **38,382**, Sunday average, **48,823**.

## PENNSYLVANIA

*Chester, Times*, ev'g d'y. Average 1908, **7,888**. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

*Erie, Times*, daily. Aver. for 1908, **18,457**; May, 1909, **19,301**. E. Katz, Special Agt., N. Y.

*Harrisburg, Telegraph*. Sworn average April, 1909, **18,100**. Largest paid circulation in Harrisburg or pay. Shannon, N. Y.; Allen & Ward, Chicago.

*Johnstown, Tribune*. Average for March, 1909, **12,225**. Only evening paper in Johnstown.

## PRINTERS' INK.

**Philadelphia.** *The Bulletin*, net paid average for May, 1908, 254,790 copies a day. "The Bulletin goes daily (except Sunday) into nearly every Philadelphia home."

**Philadelphia.** *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

**Philadelphia.** *Confectioners' Journal*, mo. Average 1907, 5,514; 1908, 5,517 (OO).



Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (OO). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



**Philadelphia.** *The Press* (OO) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,349; the Sunday *Press*, 133,984.



**West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,844. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**New York.** *Dispatch and Daily*. Average for 1908, 18,471.

## RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation, 1908, 18,185—sworn.



**Providence.** *Daily Journal*. Average for 1908, 20,210 (OO). Sunday, 26,861 (OO). *Evening Bulletin*, 45,373 average 1908.

**Westerly.** *Daily Sun*, George H. Utter, publisher. Largest cir. south of Providence.

## SOUTH CAROLINA

**Charleston.** *Evening Post*. Actual daily average 1908, 4,688.



**Columbia.** *State*. Actual average for 1908, daily (OO) 13,416 Sunday, (OO) 14,130.

**Spartanburg.** *Herald*. Actual daily average circulation for 1908, 2,992.

## TENNESSEE



**Knoxville.** *Journal and Tribune*. Week day av. year ending Dec. 31, 1908, 15,885. Week-day av. November and December, 1908, 16,000.

**Memphis.** *Commercial Appeal*, daily, Sunday, 1908, average: Daily, 43,758; Sunday, 62,793. Smith & Budd, Representatives, New York and Chicago.

**Nashville.** *Banner*, daily. Average for year 1906, 31,465; for 1907, 36,206; for 1908, 36,884.

## TEXAS

**El Paso.** *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

## VERMONT

**Barre.** *Times*, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

**Burlington.** *Free Press*. Daily average for 1908, 5,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier.** *Argus*, dy., av. 1908, 3,327. Only Montpelier paper examined by the A. A. A.

**Rutland.** *Herald*. Average, 1908, 4,556. Only Rutland paper examined by A. A. A.

**St. Albans.** *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

## VIRGINIA

**Danville.** *The Bee*. Av. 1908, 3,066; May, 1909, 3,819. Largest circulation. Only evening paper.

## WASHINGTON



**Seattle.** *The Seattle Times* (OO) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of 59,436 daily, 85,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 Times beat its nearest competitor 6,997,466 lines.



**Seattle.** *Post-Intelligencer* (OO). Av. for Feb., 1908, net—Sunday, 39,644; Daily, 33,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.



**Tacoma.** *Ledger*. Average 1908, daily, 18,732. Sunday, 26,729.



**Tacoma.** *News*. Average for year, 1908, 18,768.

## WEST VIRGINIA

**Fairmont.** *West Virginian*. Copies printed, 1907, 2,800. Largest circulation in Fairmont.

**WISCONSIN**

*Janesville, Gazette.* Daily average, May, 1909, daily, 4,736; semi-weekly, 1,789.

*Madison, State Journal,* daily. Actual average for 1907, 5,086.

*Milwaukee, Evening Wisconsin,* daily. Average 1908, 26,952 (OO). Carries largest amount of advertising of any paper in Milwaukee.

*Milwaukee, The Journal,* evg., ind. daily. Daily average for 12 mos., 57,071; for April, 1909, 59,552; daily gain over April, 1908, 2,296. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

*Oshkosh, Northwestern,* daily. Average for April, 1908, 9,348. Examined by A. A. A.

*Racine, Journal,* daily. Av. for 12 months ending May 1, 1909, 4,445; April, 4,660.

  
**The WISCONSIN  
AGRICULTURIST**  
*Racine, Wis., Established, 1877.*  
 Actual weekly average for year ended Dec. 31, 1908, 53,427.  
 Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, 41 Park Row. W. C. Richardson, Mgr.

## MASSACHUSETTS

**T**HE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**T**HE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



## MINNESOTA

**T**HE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in May, 1908, amounted to 229,376 lines; the number of individual ads published were 31,219. Eight cents per agate line it charged. Cash order one cent a word.

**T**HE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

**CIRCULATIN** **T**HE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening papers both morning and evening paper. Rate, 10 cents per line. paper. Daily or Sunday.

## MISSOURI

**T**HE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15¢.

## (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed. Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (◎◎).

## ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, 1908, 36,762 (◎◎).

## GEORGIA

Atlanta *Constitution* (◎◎). Now, as always, the Quality Medium of Georgia.

## MONTANA

**T**HE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

## NEW JERSEY

**T**HE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

**T**HE Newark, N. J. *Frisz Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK

**T**HE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

**T**HE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

**T**HE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO

**T**HE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**T**HE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

**T**HE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**T**HE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

**T**HE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

**T**HE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

Savannah *Morning News*, Savannah, Ga. The Daily Newspaper for Southern Georgia. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

**Bakers' Helper** (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**Grain Dealers Journal** (◎◎), Chicago, the grain trade's accepted medium for "Want" ads.

**The Island Printer**, Chicago (◎◎). Actual average circulation for 1908, 15,800.

**KENTUCKY**

*Louisville Courier-Journal* (©©). Best paper in city; read by best people.

**MAINE**

*Lewiston Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (©©); 7.44% increase daily over last year.

**MASSACHUSETTS**

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (©©).

Boston *Evening Transcript* (©©), established 1880. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (©©), is the only Gold Mark French daily in the U. S.

**MINNESOTA**

The Minneapolis *Journal* (©©). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

**THE NORTHWESTERN MILLER**

(©©) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©©).

**NEW YORK**

*Army and Navy Journal*, (©©). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (©©) is THE advertising medium of Brooklyn.

*Century Magazine* (©©). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (©©), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (©©). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

*Engineering News* (©©). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

*The Engineering Record* (©©). The most progressive civil engineering journal in the world. Circulation averages over 34,000 per week. McGRAW PUBLISHING COMPANY.

*The Evening Post* (©©). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*New York Herald* (©©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

LIFE without a compulsion. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (©©) has the largest circulation of any technical paper in the world.

The *New York Times* has a greater city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (©©), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (©©) carried more advertising in 1906, 1908, 1907, than any other magazine of gen. cir.

**OREGON**

The *Oregonian*, (©©), established 1851. The great newspaper of the Pacific Northwest.

**PENNSYLVANIA**

The *Press* (©©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 98,349; The Sunday *Press*, 133,984.

**THE PITTSBURG DISPATCH (©©)**

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**

Providence *Journal* (©©), a conservative enterprising newspaper without a single rival.

**SOUTH CAROLINA**

The *State* (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

**VIRGINIA**

*Norfolk Landmark* (©©). Oldest and most influential paper in tidewater.

**WASHINGTON**

The *Post Intelligencer* (©©). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The *Seattle Times* (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

**WISCONSIN**

The Milwaukee *Evening Wisconsin* (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

**CANADA**

The *Halifax Herald* (©©) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (©©), carries good clean advertisements into good clean homes.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

### ADVERTISING NOVELTIES

#### Profitable Proposition for Live Agents



**Write for Complete  
catalog and quotations  
on your needs**

We manufacture a complete line of aluminum advertising novelties, also boxes and screw caps with your name and business embossed or printed on them. Do you realize the low cost of these dainty containers that are kept long after the contents are consumed—a most lasting advertisement?

SAMPLE 'PHONE CARD INDEX, postpaid 50c. Catalog free on request.  
**UTICA ALUMINUM AND NOVELTY WORKS**  
319 BLEECKER STREET, UTICA, N. Y.

### Get Orders by 'Phone

Your ad will talk to your prospective customer every time he uses his 'phone if you give him an Automatic Phone Card Index with your ad on it. This striking new device names alphabetically arranged—yet automatically concealed from view. The most striking and attractive advertising medium on the market to-day. We can make these in quantities, bearing your ad, at a price so low you can afford to give them away.

You can afford to give them away,  
you can afford to give them away,  
you can afford to give them away,  
you can afford to give them away,

### ADVERTISING AGENCIES

**DARLOW ADVERTISING AGENCY,**  
Omaha, Neb. Newspapers and Magazines.

**ALBERT FRANK & CO., 25 Broad St., N. Y.**  
General Advertising Agents. Established  
1872. Chicago, Boston, Philadelphia. Advertising  
of all kinds placed in every part of the world.

### THE BEERS ADVERTISING AGENCY

AGENCIA DE ANUNCIOS DE BEERS

**Our Motto, "We Give Results"**

BANK OF NOVA SCOTIA BUILDING  
Phone 3195—Box 1078 HAVANA, CUBA

### ADVERTISING MEDIA

**THE Ladies' Home Journal**, is the greatest advertising medium in the world.

**THE Saturday Evening Post**—greater results at lower cost. The Curtis Pub. Co., Phila.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### AD WRITERS

**YOU'LL SOON GET BUSIER** if I correct ads you write. W. D. KEMPTON, Glen Building, Cincinnati, Ohio.

### Advertising Team

#### Ad Writer and Artist

Offer their services in spare time to any one in need of A-1 work and not willing to carry high-priced men on their payroll. Ad writing, booklets, catalogues, commercial art work of all kinds, supervision of press work, etc. Address "ORIGINATORS," care Printers' Ink.

### BUSINESS CHANCES

**O PPORTUNITY FOR PRINTER**—I want a practical printer with small capital to join in purchase of publishing printing plant near New York. Can get plenty of business. Address "COMBINE," care Printers' Ink.

**Profitable investment openings wanted;** capital in large or small blocks for stocks, bonds or business opportunities. Address in first instance. "ATTORNEY," Box 648, Bridgeport, Conn.

**GOT ANYTHING TO SELL? ADVERTISE** in the classified columns of FARM LIFE magazine and reach 750,000 farm folks in the rich central west, 30c. per line, cash with order. Minimum ad five lines. Maximum ad twenty lines. Forms close 25th of month preceding date of issue. Address "FARM LIFE," 1322 Wabash Ave., Chicago, Ill., Desk E.

**COIN CARRIERS**

**GET THE CASH**  
with the subscription order.  
"THE LEONARD"  
CAT. NO. 281-892  
  
Also used with Want ad  
dept. 1,000 any Printing,  
\$3.25; 5,000 any Printing,  
\$10.00. Samples free. DETROIT COIN WRAPPER CO., 4 John R. Street, Detroit, Mich.

**ENGRAVING**

**HALFTONES** for the newspaper or the better class of printed matter. THE STANDARD ENG. CO., 560 7th Ave., New York.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

**ELECTROTYPES**

### Get Our Prices On Electros

We'll give you better plates, quicker service and save you expense. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

**RAPID ELECTROTYPE COMPANY**, Advertisers' Block, Cincinnati, O.

**HELP WANTED**

**WANTED**—A leading mail order house wishes to add to its force a live man experienced in writing follow-up letters that will pull—an excellent opportunity for the right man. Write, stating age, experience and salary expected, "BOX 93," care Printers' Ink.

**FREE REGISTRATION** is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (45¢0 minion), not over \$22. Good positions open. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**WE** have an opening for an experienced solicitor with some knowledge of copy making and acquaintance with large agency work. Will be given an opportunity to expand. Apply by letter, giving experience, age and salary expected. MILLER ADVERTISING AGENCY, Toledo, Ohio.

**A**n active young man, good habits, good education and good past, who has had first class business training in the newspaper publishing business. Must be able to originate new and successful subscription campaigns, to write interesting and convincing letters, and also qualified to direct the handling of details. To the right party a splendid opportunity with one of the largest trade papers in America. Give age, references, state experience fully and salary desired. "Z," care Printers' Ink.

**WANTED**—We want a man experienced as a sales manager—a Sales-General. One who understands both the strategy and detail of selling campaigns in conjunction with advertising—the object being the development of business through the sales force working in harmony with the advertising. Applicant should have substantial advertising experience and able to discern what support should be given a sales organization or an advertising department, or both—and apply the remedy. State experience in detail and address in confidence "66," care Printers' Ink."

**HOUSE ORGANS**

## House Organ

I make it pay for others.  
I can make it pay for you.  
Have "room for one more."

Address "H.O." Printers' Ink

**MISCELLANEOUS WANTS**

**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**MULTI-TYPEWRITING**

### Fac-simile Typewritten

"form" letters printed and written. Also copy for business literature of every description. Very reasonable prices. Write LA FRANCE CO., Bridgeport, Conn.

**PATENTS**

### PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Established 1869.

**POSITIONS WANTED**

**TRAINED** Managing Editor, good executive, wants position. Would consider offer to go with trade paper. Small or large city. "F," care Printers' Ink.

**ADVERTISING SOLICITOR**—Young, energetic, over three years' successful experience in Boston, New York and Philadelphia, wants position on a "result producer." Familiar with agency and magazine work; excellent references. "BOX 92," care Printers' Ink.

**A** K.L. manager, practical des grs and illustrations—Young man of broad agency experience, executing art work for national advertisers. Familiar with every modern process of reproduction. Desires to connect with responsible firm where honest conscientious hustler is wanted. Address "HONEST," care Printers' Ink.

## AN ARTIST

who does much important work for the best publishers and largest advertisers desires salaried connection. Incidentally he is a first-rate advertisement writer. Three years art manager for large advertising agency. Unquestionable references. "ARTAD," care Printers' Ink.

**D**O you need a young man of thorough agency experience, capable of planning, preparing and writing of newspaper and magazine ads—mail series, booklets and catalogues in a modern, economical, effective and businesslike way. Not a literary expert—just a plain, alert, unpretentious, practical business man. Address "MODERN," care Printers' Ink, New York City.

## Ad Expert

Capable advertising manager—organizer of successful campaigns—desires position where convincing, argumentative, reason-why copy, strong individuality and original, business pull, writing methods, will command a fair price. Newspaper, magazines and billboard advertising, talks for salesman, follow-up systems, etc. Special positions obtained at lowest rates. Spare-time work undertaken. "R. P." 18 Christopher Street, New York City.

## I Want a Bigger Job!

I am now managing editor of the leading paper in a city of 50,000.

But I want a bigger job.

Fifteen years experience on best daily papers in the country.

Have never failed to make good so far.

Know every branch of the business from beginning to end.

Have a few ideas and executive ability enough to carry them out.

What have you to offer?

Address "M," care Printers' Ink.

## POST CARD PLATES

## Post Cards in Colors From One Plate

Results obtained from our NuProcess One-Plate Method almost equal lithography. Expensive three and four color plates unnecessary—any halftone plate suitable. By our NuProcess Method any printer anywhere can turn out highly colored post cards with ease and no extra expense. Exclusive right to NuProcess, which can be worked during the summer when post cards sell best and ordinary job work falls off. One printer produced over quarter million NuProcess cards last year at big profit. INVESTIGATE THIS—send dime (coin) for samples and particulars. SMALL & GERMANN, Gibbons Arcade, Dayton, Ohio.

## PRESS CLIPPINGS

**M**ANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

**R**OMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PRINTING

**Y**OU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

## Printing—Low summer rates.

CIRCULARS, BOOKLETS, STATIONERY, FAC-SIMILE LETTERS, thorough work-prompt delivery. Estimates by return mail. LA FRANCE CO., Bridgeport, Conn.

**G**Eneral PRINTING, catalogue and book-let work—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc., etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 419 Lafayette St., New York.

## PUBLISHING BUSINESS OPPORTUNITIES

## Controlling Interest

can be bought in an important

## ENGINEERING WEEKLY

which now does a gross business of about \$80,000 and has about 8,000 subscribers. It now pays good dividends after paying adequate salaries.

## ENHANCEMENT POSSIBLE

to publisher who thoroughly understands building up a technical paper.

\$100,000 necessary.

Terms to right parties.

## HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY NEW YORK

## TRADE-MARKS

**T**RADE-MARKS registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relating to trade-mark protection mailed on request. BEELER & ROBB, Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

## Business Going Out

The Blaine-Thompson Company, Cincinnati, is sending out some renewals on Pape's Diapepsin business.

The MacManus-Kelley Company, Toledo, Ohio, has just closed a contract with the Hayden & Griffin Co., makers of "Stonkin," for newspaper and mail-order publications.

The Holland Medicine Company, Scranton, Pa., is now placing its business through Dauchy & Co., of New York. This agency will shortly make contracts with a number of papers throughout the country.

Irving Rosenbaum, Townsend Building, New York, is placing some small copy for H. C. Brown.

The Radway Company, New York (Radway's Ready Relief, etc.) is placing contracts with Western papers for 10,000 lines. Business is sent out direct.

H. E. Lesan, New York, is sending out orders and copy, amounting to 3,000 lines, to the Southwest for the New York Central Lines.

Southern papers are receiving orders from the Snitzler Agency, of Chicago, for 12 inches, once a week, for six weeks, to be used by the Progress Company, of Chicago.

The Dorland Agency, Atlantic City, N. J., is sending out 100 lines, three times, to be used by Southern papers, for the Atlantic City Hotel.

The Quaker Oats Company is sending out contracts for 10,000 lines to papers in the Northwest, through Williamson & Cunningham, of Chicago.

The Southern Mfg. Co., Richmond, Va., is placing orders direct for 4,200 lines with papers in the Southwest.

Geo. Batten, New York, is placing two-time orders for 330 lines with Eastern papers, to be used for the Peerless Motor Car Company.

Orders for full pages in magazines are now being sent out by the Hupp Motor Car Company, of Detroit, through the MacManus-Kelley Company, of Toledo, Ohio. This is the beginning of a large magazine and newspaper campaign.

The Wyckoff Agency, Buffalo, N. Y., is sending out contracts for 400 inches to Southern papers. The business is Booth's Hyomei.

Fred. C. Williams, New York, is placing contracts in the Southwest for India Tea, amounting to 10,000 lines.

Biggs, Young, Shone & Co., New York, are sending out orders to papers in a number of the smaller cities of the West for C-N Disinfectant.

The Homer W. Hedge Company, New York, is using large display space in New York State for the "Dictograph."

### BOSTON ITEMS.

H. E. Ayres & Co., are sending out orders on the advertising of S. F. Petts Company. The contracts are going to weekly papers, and are for three inches, one year.

The Belle Mead Farm, Bedford, Mass., is sending small copy direct to a list of class publications.

The F. P. Shumway Agency is sending out additional copy in the form of reading notices for the Bradley Fertilizer. Agricultural papers are used.

Large-sized copy is soon to go out to the big dailies through the Middle West and the East from the Spafford Agency.

E. F. Gould, New England manager of the Frank Presbrey Company, has secured a large appropriation from the Polarized Fabric Company, Taunton, Mass. Orders are going to mail-order women's publications.

Renewals for the advertising of E. L. Rowe & Sons, Gloucester, Mass., manufacturers of the Gloucester Hammock, are going out to the best-paying publications through the Geo. Batten Company.

P. F. O'Keefe Advertising Agency, Carney Building, is considering a large list of weekly newspapers and rural publications covering the East. This is for the Dr. Greene Nervura Company. Contracts will go out in a short time.

A few leading publications are being used with page copy for the Kahn Fireless Cooker. This business is handled by M. V. Putnam, of Wood, Putnam & Wood.

The Lovett-Chandler Company, is asking for rates for a new financial customer for six inches, one time a week, for one month.

The Frank Jones Brewing Company is using a large list of New England dailies exploiting Frank Jones Ale. All the contracts on this business are placed by H. E. Ayres & Co.

All of the advertising of John L. Des Lauries, manufacturer of monogram watch fobs, is placed by Wood, Putnam & Wood. Orders will soon go

out from this agency to a large list of magazines for the United Drug Company, advertising Rexall Hair Tonic.

The advertising of the La France Shoe, made by Williams, Clark & Co., Lynn, has been stopped for the summer. Contracts will be resumed in their regular list of papers in the fall. The business is handled by the Boston office of the Wyckoff Advertising Company.

#### PHILADELPHIA NOTES.

The German-American Agency is placing the business of the Eckman Manufacturing Company generally.

Large-sized copy for the H. B. Sullivan Rubber Heel Company is appearing in five Philadelphia dailies from the J. Walter Thompson Agency.

Powers & Armstrong are asking rates on 18 inches for 26 times.

#### ST. LOUIS-KANSAS CITY NOTES.

The Shaughnessy Distilling Company, St. Louis, is sending out orders through H. W. Kastor & Sons to daily newspapers and weeklies of dailies in the South, advertising their mail-order whiskey department. One hundred-line display copy is being used.

The American Washer Company, St. Louis, has sent out copy and orders through the D'Arcy Advertising Company to magazines for a general campaign.

The St. Louis office of the Chas. H. Fuller Company is sending out orders to a list of daily newspapers in the South for Emil Nathan & Co., St. Louis, advertising mail-order whiskey.

The Frisco Railroad is using dailies in the Southeast to advertise a new train de luxe to Colorado. Orders for 32-line display, two times, are going out through the Gardner Advertising Company, St. Louis.

The St. Louis office of the Chas. H. Fuller Company has begun a campaign for the Mississippi Lumber Company,

Vicksburg, Miss., advertising lumber on the direct-from-mill-to-consumer plan. Orders and copy for 84 lines are going out to farm papers published in the Central States.

The Independent Distilling Company, Kansas City, is sending out renewal orders through the F. A. Gray Advertising Company, same city, to weeklies of daily newspapers. Forty-nine-line copy is being used.

Nelson Chesman & Co., St. Louis, is sending out orders to weeklies of daily newspapers for the *Financial Review*, same city. Display copy of various sizes is being used.

The Charter Oak Stove & Range Co., St. Louis, is conducting a general publicity campaign in daily newspapers on the Pacific Coast. Five thousand-line contracts are being taken out. The advertising is being placed by the St. Louis office of the Chas. H. Fuller Company.

H. W. Kastor & Sons' St. Louis office is sending out renewal orders to daily newspapers in Mississippi for the Lackland Distilling Company, same city, advertising mail-order whiskey.

#### CHICAGO NOTES.

The advertising account of the Business Men's League, Oconomowoc, Wis., has again been secured by Hilton Advertising Agency, and copy has gone out to a list of Middle Western papers.

Hilton Advertising Agency has sent out copy for Pewaukee Lake, Wis., and Elkhart Lake, Wis., as summer resorts, to a list of Middle Western and Southern newspapers. They have also made one thousand-line contracts with a large list of metropolitan dailies for combination resorts on the southern part of the east of Lake Michigan.

Quarter-page copy has been sent to Chicago papers by Hilton Advertising Agency for Berrien Springs, Mich., a country village which is advancing rapidly as a health and pleasure resort.

Talk to Mr. Young in Chicago, to Mr. Peet in New York or write to me about

# Life and Health

(WASHINGTON, D. C.)

*The best health medium in America*

Circulation this summer is 60,000 paid. The rate \$35 a page;  
20 cents a line. Advertisers are getting RESULTS

In Chicago  
J. A. Young  
Boyce Bldg., Tel. Rand. 1311

R. O. EASTMAN, Adv. Mgr.  
Battle Creek - Michigan

In New York  
M. S. Peet  
1 Madison Ave., Tel. 6468 Gram.

**AD MEN'S SLOGAN "I'LL BE THERE; WILL YOU?"**

REFERS TO CONVENTION OF ASSOCIATED ADVERTISING CLUBS OF AMERICA TO BE HELD IN LOUISVILLE—OTHER CLUB NOTES.

Announcement is made that the date for the fifth annual convention of the Associated Advertising Clubs of America to be held in Louisville, Ky., will be August 25th, 26th and 27th. The members have adopted the slogan: "I'll be there, will you?" which was the catch phrase of the Louisville Club during the gathering in Kansas City last summer, when the Kentuckians were fighting to secure the convention.

The convention committee announces its determination to make the coming meeting a memorable one.

\* \* \*

The Advertisers' Club of Cincinnati has been wrestling with the question of a design that will represent to the country at large the sort of place Cincinnati occupies on the international map. Richard L. Prather, of The Julian-Kokengen Company; James L. Megru, of The H. W. Weisbrodt Company, and William H. Kauffmann,

famous newspaper organization. Advertising and editorial work are so closely allied that the new members dovetail in splendidly. This new Pen and Pencil Club "Ad-junct," as it is called, includes: H. B. Prest, H. D. Taylor, Theodore Krayer, Rhey T. Snodgras, J. K. Raub, E. H. Mayfield, John Louis Brooks, Theodore B. Creamer, H. J. Kain, H. R. Springmann, H. M. Bourne.

\* \* \*

The Magazine Representatives' Club held a monthly luncheon on June 7th at the Victoria Hotel, New York. The luncheon was well attended, and the discussions were particularly interesting. A feature was the address by O. C. Harn, advertising manager of the National Lead Company, on "Service Plus," part of which will be found on another page of PRINTERS' INK.

\* \* \*

The annual meeting of the Six-Point League, New York, was held on June 9th. The following officers were elected for the year: President, F. St. John Richards; vice-president, J. P. McKinney; secretary, Dan A. Carroll; treasurer, T. E. Conklin. Executive Committee: W. H. Smith, A. M. Knox, S. C. Williams, I. J. Benjamin, H. E. Crall, R. J. Shannon and Paul Block.



of The Rapid Electrotype Company, were the committeemen chosen by President Ren Mulford, Jr., to receive suggestions. The above design had the endorsement of the committee.

\* \* \*

The regular monthly noon-day meeting of the St. Louis Advertising Men's League was held at the Jefferson Hotel Wednesday, May 26th, with an attendance of about seventy-five. The meeting was in the interest of the St. Louis Centennial Celebration, which is to take place the first week in October of this year, in commemoration of the one hundredth anniversary of the incorporation of the city. The plans of the celebration committee were presented by President I. H. Sawyer, of the league; President Charles I. Stix, of the Grand Leader department store, and President Charles F. Wencker, of the Million Population Club.

\* \* \*

A number of well-known advertising writers have recently joined the Pen and Pencil Club, Philadelphia's

**What  
E. H.  
Harriman  
has to say of  
"The  
Only  
Way"**

"The 'Alton' is today the best railroad physically in the state of Illinois; the service it renders is far ahead of most of the railroads in the state; it has been made 250 per cent better for two-thirds of its original cost; it is a perfect physical property, wisely managed and run in the way to give the people the best possible service. You may quote me in this respect."

*The Record-Herald, Chicago.*

Perfect Passenger Service between Chicago—St. Louis—Kansas City—Peoria—Springfield.

**W. L. ROSS,  
Vice-President**

**GEO. J. CHARLTON,  
General Passenger Agent**

Chicago, Ill.

## It's Very Disagreeable to Have Them Say: "Sorry, But the List Is Closed, Will Consider Your Paper Next Time."

You can decrease the number of times this happens to you.

For instance:

Dozens of very important lists are being made up now for the fall and winter and for next spring. The men making up these lists are reading Printers' Ink each week. You may go fishing the week Mr. Jones makes up his list, but Printers' Ink reaches his desk every week. And your ad in Printers' Ink is read by Mr. Jones, and if it is a good ad it does the work you'd gladly give up a day's fishing to do—gets you on the list.

Let us tell you how little the cost, considering the results.

### PRINTERS' INK PUBLISHING CO.

J. D. HAMPTON,  
President

J. M. HOPKINS,  
Manager

F. C. BLISS,  
Adv. Manager

**12 WEST 31st ST., NEW YORK**

CHICAGO :  
844 Tribune Bldg.  
Wm. S. Grathwohl

BOSTON :  
2 Beacon St.  
Julius Mathews

ST. LOUIS :  
Third Nat'l Bank Bldg.  
A. D. McKinney

LONDON :  
S. H. Benson, Ltd.  
Kingsway Hall, W. C.

The actor's chronic hard-up-ness is still a favorite topic of jest, but there is now-a-days little foundation for it.

No high salaried advertising manager makes by half the sums paid the successful theatrical star in a season.

When a commercial concern decides to spend \$50,000 to advertise an article, it becomes an item for the advertising journals. That sum and more is often spent by a theatrical manager in staging a single production, for the scenery must be elaborate and the costumes must be made of the finest quality of goods.

The NEW YORK CLIPPER is the representative theatrical paper in America.

We will be pleased to send you a copy of the CLIPPER on request to

**The Frank Queen Publishing Co., Ltd.**

NEW YORK

ALBERT J. BORIE, General Manager.

"A Daily Newspaper for The Home"

**The Christian Science Monitor**

OF BOSTON, MASS.  
Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

*Advertising rates furnished on application.*

THE LEADING THEATRICAL WEEKLY

**VARIETY**

The only theatrical paper reaching the desirable class of readers.  
Publication Office  
1536 BROADWAY, NEW YORK CITY

If you have a genuine article of merit at a reasonable price, our citizens will buy it through the Washington (Pa.) Record. A clean-cut, well-edited sheet with classy readers in a wealthy, industrious community. Rates and copy on request.

## Meet Publishers and Advertisers in New York

Scarcely a day when there is not a dozen or so lunching at the Grand Hotel at 31st street, and Broadway.

## Corpus Christi Herald

Leading Morning Paper of Southwest Texas Gulf Coast "THE NEW COUNTRY"

The Herald has passed its first year successfully and is ready for new business

*Write for contract rates*

W. BARRAN LEWIS  
PUBLISHER  
Corpus Christi Texas

# Do Advertising Men ever Answer "Ads?"

Advertising men surely *read* ads! But do they *answer* them?

Some wise ones say "yes," they answer them, *but*—only to find out what the proposition is—with an eye to business. And if it's true that they only answer ads. with "an eye to business" then they will answer *this* ad.—for it means *more* business.

Looks rather peculiar, doesn't it, to see a "trick coupon" in an ad. that is to be read by the men who design the "trick coupons?"

But, what is sauce for the goose ought to be sauce for the gander. You ought to take your own medicine for a while.

We have a magazine that reaches more than 17,000 prosperous men every month.

These men are all learning to be *bigger* men. They believe in this magazine, for it voices the sentiments that have appealed to them to the extent of parting with a snug sum of their money.

They are highly progressive men—men who have already sought the means of making them more worth while to the world.

They are prosperous—and can buy anything they need—or want.

On pretty nearly every line of general advertising we can prove that this magazine *will make good*.

We want that opportunity.

If you are open to complete conviction—you owe yourself the duty of answering *this* ad.

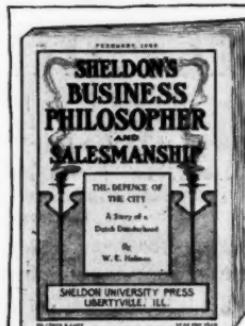
For if you were ever convinced in advance of the profitability of any medium we will surely convince you of the profitability of this one.

For the present the advertising rate in SHELDON'S BUSINESS PHILOSOPHER AND SALESMANSHIP will remain at \$50 per page, 10 per cent. discount for 12-time orders—5 per cent. discount for 6-time orders. The forms close on the first of the month preceding date of publication.

Will you prove to us that advertising men DO answer ads.—especially when more profit seems to be involved?

Address, A. F. SHELDON, *Editor*,

SHELDON'S BUSINESS PHILOSOPHER AND SALESMANSHIP,  
Sheldon University Press. LIBERTYVILLE, ILLS.



Cut out this blank  
and mail it to-day.

## Inquiry Blank

A. F. SHELDON,  
Libertyville, Ills.

PLEASE PROVE TO ME  
THAT SHELDON'S BUSI-  
NESS PHILOSOPHER &  
SALESMANSHIP WOULD BE  
A PROFITABLE MEDIUM  
FOR ME TO USE.

My business is.....

My name is.....

Address .....

City and State.....